CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 1 May 1, 1939.

CONSUMERS AND BUSINESS LOOK AT GRADE LABELING

In Cincinnati there is a group of consumers who don't think they should have to trust to luck that they'll get the quality they want when they buy canned goods.

"In one of a series of consumer get-togethers, they met with wholesalers and retailers to get practical information to guide consumers in buying canned goods," reports the Consumers' Counsel of the AAA.

"A week before the meeting, various canned fruits and vegetables were tested for quality according to Government standards. Then, at the meeting, an exhibition took place showing the results of the tests, matching quality ratings against price.

"Often the price had no relation to quality.

"Leaders in the food business and in the consumer movement addressed the meeting on the pros and cons of grade labeling. One business man said that grade labeling was beneficial not only to consumers but to retailers as well.

"Meetings like this aid the different groups to learn something about the other's point of view and to discuss their common problems in an intelligent way."

BEFORE YOU BORROW . . .

Most consumers shop around before they buy expensive goods, but few do the same when they buy credit which is one of the most expensive items in some families' budgets.

Do you need or really want to borrow? "Then before you borrow, ask yourself whether there is no place where you can get the money at less cost, "advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. Personal-finance company credit is among the most expensive forms of consumer credit.

"Friends or relatives sometimes have the available cash. If you are eligible to join a credit union, you may get money at as low as 1/2 or 3/4 of one percent per month on the unpaid balance. You may be able to borrow at low rates on your paid-up insurance premiums. Personal-loan departments of commercial banks, and industrial or Morris Plan banks, are other sources of cash cheaper than small-loan companies, though not as cheap as their rates usually sound.

"If you do go to the personal-finance company office, look first for the State license on the wall. Bootleggers in credit can run interest rates up to many times the original loan.

"Shop around a bit, checking rates of various dealers. Before you sign a loan application, decide on the amount of the loan and the best way to spread the payments without upsetting your budget too much. Easy payments are a myth. Many personal-finance company managers and interviewers have excellent advice to offer on budgeting.

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"Consider the security you are asked to give. Is there danger of your losing your furniture or your automobile? Wage assignments -- giving the lender power to attach your pay check if you don't meet your loan payments -- are bad. Employers sometimes discharge workers rather than bother honoring wage assignments.

"Finally, remember you can save on interest charges by paying up sooner than the contract calls for. On the other hand, if you need the cash, you may be able to rearrange your schedule of payments over a longer period of time, which, of course, means paying more interest."

TIPS ON COCOA AND CHOCOLATE

Cocoa and chocolate both have their origin in the same tropical bean, but by the time they reach the consumer, there is a distinct difference in their composition.

"It's all a matter of cocoa butter (or cacao fat)," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "Plain cocoa has no fixed amount of cocoa butter in it, while advisory standards of identity issued by the Food and Drug Administration require that chocolate contain at least 50 percent cocoa butter. For breakfast cocoa the advisory standard for cocoa butter content is 22 percent.

"Cocoa will not lump when added to hot milk if it is first mixed with sugar then made into a paste with cold water and brought to a boil. Chocolate should be melted in a double boiler. Over a direct fire it is likely to burn with an injurious effect on its flavor.

"Because the oils in cocoa and chocolate may deteriorate, both should be stored in a cool dry place. They should be kept covered and free of moisture. Chocolate, especially, should be kept in the ice box. When it is not kept cool, the cocoa butter in it melts and rises to the surface forming white patches on the brown cake."

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VOLUME II, NUMBER 2 May 8, 1939.

FACTS FOR OVERALL BUYERS

If you buy overalls, remember these pointers, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

For low cost and all-around serviceability, look for denim. For more tightly woven, slightly more expensive, dressier fabrics, look for twill, covert, and drill.

"Denim identified as '2.20 weight' is fair enough quality for farm work and for work around the house. That means 28-inch material that weighs 2.20 yards to the pound.

"When the Government buys this weight it specifies the material should have at least 61 threads lengthwise and 39 threads crosswise in each inch. Heavier cloths are stronger, but more expensive.

"Overall labels should guarantee percentages beyond which the garment will not shrink — preferably 1 percent.

"Ask also for a guarantee against fading to light, water, and rubbing, if you want your overalls to keep their original color.

"Mercerizing gives the fabric greater durability, colors that hold slightly longer, and a permanent glossy finish. Don't confuse mercerizing with sizing in the fabric which will wash out in the first laundering of the garment. If a white dust works loose when the fabric is rubbed between the hands, it contains sizing.

"Check on seams and stitching at points where the overalls will receive strain. Double rows of bar stitches serve most purposes, but triple stitching is still better. The seams should be lapped with 10 or 12 stitches to the inch. A band where the bib is joined to the trousers of overalls reinforces the 'hitch.'

"Buckles and buttons should be either brass or aluminum, as should be slides and loops. Stamped steel will do on slides and loops, but not wire. Buttons should be riveted on with a rustproof metal, not sewed."

RULES FOR KEEPING VITAMIN PREPARATIONS

Vitamin preparations — particularly those containing Vitamin A — lose Vitamin A potency if left exposed to air and light, especially in a warm place, declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"The reason most cod-liver oils come in darkly colored bottles or in opaque wrappings is to prevent deterioration by light," says the GUIDE.

"But no matter how the bottle is wrapped, keep the cod-liver oil in a cool, dry, dark place. Vitamin A is easily destroyed when warmed or exposed to the air or light; Vitamin D is not readily destroyed. But the two come together in cod-liver oil.

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"Cod-liver oil is best kept in a refrigerator; capsules and tablets with Vitamin-A content likewise. Next best storage spot is a cool place away from the light.

"Dont keep the cod-liver oil bottle open any longer than necessary. It should be kept tightly closed whenever it is not being used."

CANADIAN CONSUMERS HAVE THEIR CANNED GOODS GRADED

Canadian consumers know exactly what quality they get when they buy canned fruits and vegetables.

"Canada has a grade-label law which requires all canned fruits and vegetables, honey, maple syrup, maple sugar, eggs, fresh fruits, and fresh vegetables to indicate their quality on their labels," declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Thus in letters no less than 3/8 of an inch in height for most cans, and in letters no less than 1/4 inch high for cans of 10 ounces and under, these are the grade designations that must be put on all canned fruits and vegetanles sold to Canadian consumers:

"'Fancy,' for those that are as nearly perfect as possible.

"'Choice,' on the cans containing food of the next highest quality, foods which score very high in flavor, but which are irregular in size or shape.

"'Standard,' for food of good quality and good maturity, but not so handsome in appearance.

"'Substandard,' for foods packed from clean, sound fruits and vegetables which are not uniform in maturity, color, or size.

"The result of the Canadian law is to give to Canadian consumers a guarantee of wholesomeness covering all these canned food products.

"Quality grades for American-canned fruits and vegetables have been developed by the U. S. Department of Agriculture. No canner is required to use them, however, but many do. If consumers ask their grocers for Grade A, B, or C, more grocers would supply them."

VARIETY IN GREENS FOR THE DINNER TABLE

Spinach, for the benefit of the younger generation, isn't the only vegetable green that is starred for its vitamins and minerals when it's not overcooked.

"You can bring variety to the menu of the younger members of the family if you serve other fresh greens on the spring markets that are just as rich in minerals and vitamins," informs the Consumers' Counsel of the AAA.

"If spinach has been making its appearance on the dinner table too often, try any of these nutritious green and leafy vegetables for a change: kale, dandelion tops, turnip tops, beet tops, collards, chard, escarole, mustard greens, or broccoli."

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GETTING RID OF MOTHS IN FURNITURE

If your furniture has wool or mohair anywhere in its construction, you may be due for moth trouble. CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, gives these tips on how to guard against having your furniture ruined by moths.

"Present methods for mothproofing fabrics are still in the experimental stage. They are sometimes successful, but they cannot be relied upon by the consumer as a check against fabric destruction. Fabrics guaranteed to be moth-proof, however, usually are more reliable buys than those not guaranteed.

"Slip covers provide only moderate protection, and then only if they are securely attached to the furniture, leaving no open spaces for a moth to get underneath the cover. Remove slip covers at least once a week to give the furniture a thorough cleaning both by brushing and vacuum cleaning.

"One way to keep moths from getting to the inside of furniture is to select a piece tightly lined with cotton. Such lining, if unbroken, will prevent moths from getting inside, but will not keep them from attacking the surface of a fabric.

"Bare spots on the fabric, loose pile, or development of minute tubes on the fabric surface are all signs of moth infestation. Look for these in shaded spots of the furniture, on the back, or near the cushion.

"Fumigation, done properly, is one way of getting rid of the moths. Spread crystal paradichlorobenzene over the piece of furniture, 2 or 3 pounds to the ordinary sized chair. Wrap the chair completely with old blankets and keep it in a room of 70 degrees or over for several days to do the job thoroughly.

"If you live in a cold climate, you can rid your furniture of moths simply by leaving it outside for a few hours any time the temperature falls below zero.

"Ordinary household sprays usually don't work, since the fabric must be saturated with the fluid to get rid of all moth larvae.

"Light mineral oil sprays will kill all moths they reach, but be sure they will not spot your furniture fabric. Kerosene or gasoline are partially effective, but leave disagreeable odors and present dangerous fire hazards."

DON'T DESTROY THE TOPS

It's the tops of the beets that count most for nutritional value, not the beet roots.

"Beets are most valuable for their leafy tops," writes the CONSUMERS' GUIDE, Publication of the Consumers' Counsel Division of the AAA. "Though more roots than tops are eaten, the contribution of the roots to

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nutrition is a minor one.

"Beet greens rate as excellent sources of Vitamins A, B, C, and G, with very rich supplies of iron and calcium besides, to say nothing of their delicious flavor. Now is the time of year when you can buy beets with fresh tops. Look for those that are young, fresh, tender and with clean leaves. If they are slightly flabby and wilting, they may still have a good deal of freshness left, but if they are slimy, pass them up.

"Use little water when you cook beet greens, and to get the most food value and flavor out of them, don't add soda to the cooking water."

FISH WON'T MAKE YOU BRAINY

"Eat fish for its nutritional value--not because you think it will give you a bigger brain," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"When the president of a State teachers' college only a few years back asked the parents and teachers of elementary school pupils in 14 states if they believed that eating fish improved the brain, 59 out of each 100 of the parents answered 'yes', and 32 out of each 100 of the teachers answered 'yes'.

"The notion that you need lots of fish in your diets as a 'brain food' is a myth. There is phosphorous in human brains and also in fish, but that's as far as the similarity goes.

"Fish is a good food, but don't expect it to make you brainier."

WHY WEIGHTS AND MEASURES PROTECTION?

Do you know how merchants and consumers gain from honest and adequate weights and measures enforcement?

CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of AAA, asked this question of its readers in a recent contest on weights and measures.

Here is how the winner of the contest--a housewife of Metaline Falls, Washington--answered the question:

"Consumers gain from honest and adequate weights and measures enforcement because they can make easy price comparisons and obtain maximum values in merchandise for every dollar expended.

"Merchants gain from honest and adequate weights and measures enforcement because they are protected against unscrupulous, short-weighing, false-measuring competitors. Fair competition and consumer confidence promote better trade relations."

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ABUNDANCE FOR CITY AND FARM

"Unless we have abundance for all, the abundance of others is bound to be in danger."

So one farm woman summed up conferences held by the Secretary of Agriculture recently with farm and city women from all over the country.

"The American home needs abundance of food and clothing And the American farmer needs buyers for the abundance he produces so that he may enjoy some of the abundance the industry can produce," wrote the Secretary of Agriculture to the 25 farm women and 25 city women whom he invited to Washington for personal conferences with him.

Each woman had an opportunity to tell the Secretary of Agriculture how she thought abundance might be better provided for all.

All agreed that as a beginning farm and city people must come together and "see that their problems are tied up in the same bundle"; that both farmer and worker benefit if there is a mutual understanding of each other's problems.

The women came from all sorts of homes, scattered throughout the country--all of them homemakers, or representatives of homemakers, eager to find ways of bringing abundance to consumers and farmers. Their story was the same, whether from city or country: families going without bare necessities, and in need of food, medical care, and proper housing.

"Coming together is a beginning," one woman observed when the conferences with Department officers were over. "Thinking together is progress; working together is success."

DIFFERENCE BETWEEN SALAD DRESSING AND MAYONNAISE

Consumers who buy mayonnaise know what they are getting because mayonnaise must meet the requirements of the law. But when it comes to ordinary salad dressing, consumers must rely on the label to tell them what is in the mixture.

"Mayonnaise," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, must be, by ruling of the Food and Drug Administration, "the semi-solid emulsion of edible vegetable oil, egg yolk, or whole egg, vinegar, and/or lemon juice, with one or more of the following: salt, other seasoning commonly used in its preparation, sugar, and/or dextrose. The finished product contains not less than 50 percent edible vegetable oil."

Manufacturers have coined appealing names for salad dressings and, lacking legal requirements, have set no standards of what the dressings must contain. Some dressings may be almost as rich in oil content as mayonnaise, some almost as rich in egg--but this is the exception rather than the rule. (cont'd)

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"To consumers, many salad dressings look alike. But when labels tell the ingredients in the dressings it will pay consumers to look more closely when they buy."

TIPS ON BUYING STRAWBERRIES

"When you buy strawberries, look first at the container then at the berries," cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"A container deeply dyed with strawberry stain is a 'don't buy' sign. It means the juices have burst through the skin, and the berries are not a good buy.

"Look for berries that are fresh, clean, and bright, with a solid red color and set in a green clasped cap.

"Size is less important than color, though most consumers prefer large berries. Small misshapen berries usually have a poor flavor and sometimes are underripe.

"Shy away from berries without caps. Mold develops rapidly on capless and overripe berries. Decay, easily seen in mold, may not necessarily occur on the top of the box of berries. To make sure, examine the berries thoroughly, both on top and further down in the box.

"White spots on the berries mean they are not ripe and will not be as juicy as the mature kind.

"Relished for their flavor, strawberries are also an excellent source of Vitamin C, the nutrient that helps to insure against that too-tired, lack of pep feeling and too many visits to the dentist. A four-ounce serving of straw berries is equal to a half glass of orange juice in Vitamin-C content.

"Strawberries come in 3 types of containers; half pint, pint, and quart. Whether the household buyer gets full measure in such boxes depends not alone on the honesty of merchants and the vigilance of local weights and measures officials, but also on consumer insistence upon properly filled berry baskets."

TO GET RID OF SCORCH MARKS

If it's not too scorched, you can get rid of the dark mark with little effort if you follow these rules suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Washable cotton and linen: Wet spot with water and expose to sun as long as necessary.

"Any white fabric: Dampen a white cotton cloth with hydrogen peroxide and place over the stain. Place a clean dry cloth over it and then press with a medium warm iron. Do not iron directly on the cloth moistened with peroxide. Rust stains on the garment would be the result.

"Woolen material: Brush lightly with emery paper."

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IF YOU VISIT A PAWNBROKER, READ THIS

Consumers who have to borrow from pawnshops probably cannot get credit anywhere else, but they should consider these cautions suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"First, ask yourself if you really need the loan more than the article you give in exchange. Not only are you giving up the article for the moment, but plans for later redeeming the pledge may be upset.

"Second, is there a reasonably long period allowed for redemption of the pledge? A year's time is a fair period.

"Third, if you are in a position to get your loan elsewhere, be sure to compare the interest rates at the pawnshop with those at other loan agencies.

"Fourth, read the pawn ticket as carefully as possible. Only a few States and cities regulate the pawnshop business. Even where legislation exists, the consumer should be careful to see that interest is not deducted in advance contrary to the law's provisions; and that he is not burdened with a charge for 'extra care.'"

"Finally, shop around, and compare offers. If there is only a slight chance of being able to redeem the pledge, you may do better at a second-hand store, selling the article outright."

MAKING CHILDREN'S SIZES SCIENTIFIC

It isn't the age of the child that counts when you're trying to get a correct fit for an 8-year old. It's how tall and how big around he is.

"That's the finding reached by the Bureau of Home Economics after measuring 150,000 children over a period of 2 years to discover a good substitute for age as a basis for sizing," reports the Consumers' Counsel of the AAA. Thirty-six measurements were taken of each child.

"Children may be the same by the calendar, but they are different by the tape measure. Some are tall, some short for their age; some fat, some skinny. You can find children of anywhere from 4 to 13 years of age who fit comfortably into garments marked for 8-year olds. That's why size is usually meaningless on a size tag when you set out to get a proper fit in a child's garment.

"Retailers figure they take back about 10 million dollars' worth of boys' and girls' clothes every year because they don't fit properly. Consumers have to pay the bill for that in the end, so that is why the B.H.E. set out to discover a more scientific way of sizing children's garments.

"Results of the study show that age is about the poorest basis for sizes. The experts found that the

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best standard for children's sizes--and the most reliable--would be height and hip measure.

"Colleges, universities, school boards, the WPA, and the National Youth Administration all cooperated in the study.

"The next move is up to the people who make children's clothes to work out a system of sizes in line with the study's findings. And they probably will if consumers show them they want more sensible sizes in clothing, sizes that will fit the children."

ASPARAGUS TIPS

"If asparagus stalks are crooked or bent, don't buy them," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Most consumers have discovered that crooked stalks of asparagus are inconvenient to cook and serve, but had you noticed that they are also tough? The crookedness is caused by injuries to the young skin, by insects, wind, or harvesters' knives. The skin hardens in the injured place.

"Look for green asparagus that is green for almost its entire length, not those spears with a white butt 4 or 5 inches long. Tips should be firm, close, and compact, and the stalks themselves should be fresh and tender."

WHEN YOU BUY A VACUUM CLEANER

Most vacuum cleaners using both suction and a motor-driven brush or agitator will remove more dirt from a rug in a given time than a cleaner using suction alone.

That's the conclusion of scientists in the Washington Agricultural Experiment Station after an exhaustive study, as reported in the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"The Washington Station decided to find out the difference between the two types of cleaners scientifically, and used 9 different cleaners on Axminster, Wilton, and velvet rugs," writes the GUIDE.

"On a whole, price should not be accepted as an indication of the efficiency and durability of a machine," says the GUIDE. "While some of the more expensive machines were found to remove the most dirt in a given time, less expensive machines may remove the same amount of dirt if run for a longer period of time.

"Little difference was found among the 9 cleaners in the amount of nap they took from the rugs. In any case, wear on the rugs was found to be almost negligible with all the cleaners.

"Finally, no matter what your choice, advise these experts, be sure the inside of the bag is kept clean."

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TO CLEAN PAINTED WALLS

Painted walls that have become soiled and need a complete freshening up don't have to be redone if they are washable, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Be sure the paint is washable, "cautions the GUIDE. "A cloth or sponge wrung out of light suds made with the mildest of soaps or soap powders will clean the wall if it is only moderately dirty. Clean walls with even strokes, then rinse with a cloth or sponge wrung out of clear water, and wipe dry with a soft cloth.

"One good cleaning mixture calls for 2 tablespoons of mild soap powder, 3 tablespoons of turpentine, and one quart of water. Dissolve the soap powder in warm water, add turpentine, and stir rapidly. Use a cloth, sponge, or brush to apply the mixture.

"Then rinse the wall with clear water and dry."

SNAGGING THE SILVERFISH

It takes the right sort of bait to catch the silverfish--even though the slender, wingless household pests have no relation to the denizens of the sea.

"You will find these insects in damp, warm basements, storerooms, and attics," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "Chief items on their menu are paper, book bindings, wall paper, rayon fabrics, and anything that contains starch or sugar.

"Here is a bait, suggested by Department of Agriculture experts, that can be made in the home for eradicating the pest: 1 1/2 cups of oatmeal, ground to flour; 1/4 teaspoon of arsenic; 1/2 teaspoon of granulated sugar; and 1/4 teaspoon of salt. Stir the mixture, then moisten.

"Dry the bait, pound into small bits, and scatter wherever the silverfish are found. Sodium fluoride may be substituted for arsenic in the formula.

"Another way to get rid of silverfish is to use pyrethrum powder. This should be dusted or blown into the infested area.

"Still another remedy is spraying the infested room with a saturated solution of paradichlorobenzene in carbon tetrachloride. If possible, the room sprayed should be closed tightly for 24 hours."

CHERRY RIPE

"Consumers who find fresh cherries at market do well

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to remember that quality comes when cherries reach their full maturity on the tree," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"If the cherries in the box are still unripe, don't buy. Unlike other fruits, they will not develop any further either in color, or flavor once they have been picked.

"Cherries that are to be eaten fresh should be bought with their stems on. Bruised cherries or those that are otherwise injured will develop mold at the point of injury.

"To tell whether a cherry is tree-ripe, look for a bright, fresh appearance, clear color, and plumpness. Best quality cherries are juicy and have a well-developed flavor.

"Whatever their price, reject as costly immature cherries that are hard or shriveled. Don't put stale fruit in your market basket either, since these will be soft and shriveled.

"Examine cherries closely for worm injury and decay. The latter often takes the form of small brown circular spots on the fruit.

"Finally, look at the box. If it is stained or leaky, it means that decay has softened the fruit."

HOW TO CLEAN ALUMINUM POTS AND PANS

Aluminum pots and pans are immune to ordinary rust and chipping, but they stain easily. For housewives who like to keep their aluminum utensils bright the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, gives these tips:

"Compounds in certain vegetables, boiling water, and soap result in stains on the surface of the metal," declares the GUIDE.

"Scouring with a fine abrasive such as steel wool and rinsing well will remove some of the stains they leave and will also eliminate all traces of salt on the surface of the metal. (Salt left on the surface will result in 'pitting' of the metal.)

"If scouring doesn't remove the stains, try this: Boil some strongly acid food such as rhubarb, apples, or tomatoes, or water and vinegar in the stained utensil.

"In any case, don't use soap containing strong alkalies to clean aluminum.

"To avoid roughening of the surface -- or 'pitting' -- of aluminum, keep the utensil clean and don't allow food to remain in it for any length of time."

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"CONSUMER TIME ON THE AIR"

Timely tips for consumers go out over the air waves from Washington every Tuesday afternoon at 12:45 Eastern Standard Time, under the joint auspices of the General Federation of Women's Clubs and the Consumers' Counsel Division of the Agricultural Adjustment Administration.

Broadcast over the Red Network of the National Broadcasting Company, the program brings useful helps on economical spending to millions of homes throughout the country.

Buying advice on goods and services and news of developments on the consumer front are headlined on the program. In addition the radio reporters talk about food supplies and prices, diet standards, and developments in scientific laboratories throughout the country where research is going forward on consumer problems.

Tune in on this up-to-the-minute program for help in solving your budget problems. Check your local station for the time of the next broadcast of "Consumer Time on the Air."

VITAMINS IN TOMATOES

Tomatoes are rich in Vitamin C -- the anti-scurvy vitamin -- but holding that vitamin in canned tomatoes and tomato juice has long been a research problem of nutrition experts.

Reporting on this research in 3 agricultural experiment stations, CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, declares that it does not matter whether canned tomatoes come in glass or tin; canned either way "they lose little Vitamin C provided they are stored in room temperature in reduced light. Keep canned tomatoes away from exposure to light, advise researchers at the Massachusetts Station.

"Florida Station scientists looked into the problem of home-canned tomatoes and tomato juice vs. commercial brands," writes the GUIDE. Results show that there is little difference so far as vitamin content is concerned between the two. Properly processed home-canned tomatoes and tomato juice, the scientists found, contained as much Vitamin C as any of 5 different commercial brands that were tested.

"As for home canning of tomato juice, here's the advice of the New York Station: Fill jars and cans to the very top if you don't want to lose the precious vitamin. Loss of the vitamin is considerable if any air space is left at the top of the container."

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GETTING RID OF PAINT STAINS

Clothing stained by a newly painted surface or a carelessly wielded paint brush doesn't have to be sent to the cleaner's to get rid of the spot. Here are hints for removing paint stains suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"For oil paints, varnishes, and enamels: If the stain is a fresh one and is on a washable material, rub vigorously with soap and water; or use turpentine, sponging the spot, or washing the whole article in the turpentine.

"If it is an old stain, rub lard into it and then wash with soap and water. Moistening the stain with ammonia solution may also work. After moistening, sprinkle the spot with turpentine, roll the garment up for 15 to 80 minutes, soak for several hours, and then wash with soap and water.

"If the garment is made of a delicate fabric (rayon, silk, etc.) sponge or soak the entire article in carbon tetrachloride, or chloroform, or benzol.

"For alcohol paints or stains: For fresh stains on a washable material, use plain soap and water. On delicate fabrics, use wood or denatured alcohol, placing a pad under the spot when you apply the cleaner.

"If the stain is an old one, soak it for half an hour in strong ammonia, then wash the garment.

"For water color paints: If the material is washable use soap and water.

"If it is a delicate fabric, sponge the stain with turpentine to remove the water color, then apply benzol to remove the turpentine. Other methods are to dip the garment in gasoline, or to sponge it with glycerine, and then rinse in lukewarm water."

HOW TO SHELLAC FLOORS

Rules for consumers who shellac their own floors begin at the store counter.

"Insist on a 5-pound cut shellac varnish," when you buy, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "And be sure that the product is unadulterated with resins.

"Insist also that the shellac be either freshly manufactured or packed in glass containers.

"When you prepare the shellac for application, thin it with 188 proof No. 1 denatured alcohol at the rate of one quart of alcohol to one gallon of shellac.

"The first coat of shellac should dry for 15 or 20 minutes, and then the floor should be buffed lightly with sand paper or steel wool and swept clean.

"The second coat of shellac should be permitted to dry for 2 or 3 hours, buffed lightly again, swept, and then the third coat should be applied.

"Try not to walk on the floor until the day after the final coat has been applied. If it is necessary, however, the floor may be used within 3 hours after the application of the last coat.

"If you are going to wax the floor also, do not apply the wax until at least 8 hours after the application of the third coat of shellac."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 8 June 19, 1939.

KEEP FOOD COOL IN HOT WEATHER

First hot weather rule for perishable foods is to keep them in the refrigerator or ice box.

"In the coldest part of the refrigerator -- no higher than 45 degrees F -- put milk, butter, broth, desserts, and milk dishes," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "Uncooked meats, poultry, and covered dishes for salad material should be in the second coldest spot -- not over 47 degrees F. Berries and cooked meats will keep if in a spot not over 48 degrees F, while cooked vegetables, eggs, fats, and leftovers are safe in a maximum temperature of 50 degrees. Most fresh fruits and vegetables can be kept in the warmest part of the refrigerator, but not over 52 degrees F.

"To check the temperature at various parts of the refrigerator, buy a small ice box thermometer and make your own tests."

GOOD DIETS ON LOW INCOMES

Consumers who try in vain to make a low income furnish a nutritionally adequate diet should take a tip from a group of smart homemakers in Washakie County, Wyoming, advises the Consumers' Counsel of the AAA.

These 45 consumers -- baffled over the problem of making limited food budgets cover the job of feeding husky, growing boys and girls adequate, nutritious and satisfying meals -- went for help to their local county home demonstration agent.

They decided to put on a 30-day food-buying experiment, the purpose of which would be to furnish a balanced diet at minimum cost. Each member of the group kept a careful record of foods purchased, expenditures, and the meals actually served.

Diet plans were based on suggestions contained in a publication of the U. S. Department of Agriculture, titled "Diets to Fit the Family Income," which can be purchased by any consumer for 5 cents from the Superintendent of Documents, Washington, D.C. This publication gives balanced diets for families of all sizes, ages, and types, and at four levels of cost.

The Washakie consumers held regular meetings during the month on such subjects as "Mechanics of Menu Planning," "Thrift Ideas," "Child Feeding," "Hurry-up Meals," and "Consumer Buying." At each meeting they compared notes and cooperated in working out individual problems.

Saving money while at the same time improving family diets was the major result of the experiment. To other consumers the group gives this advice for trimming edges on food expenditures: Plan menus at least a week in

(MORE)

advance; market carefully a week ahead of time; take advantage of "specials;" buy with the idea of "getting the most for your money;" keep an emergency shelf to supplement meals in emergencies."

Consumers interested in trying a similar experiment in their communities should write to the Consumers' Counsel Division, Department of Agriculture, Washington, D.C., for CONSUMERS' GUIDE Separate No. 28, titled "Washakie Consumers Try Cooperative Diet Planning." The leaflet, which is free, describes the Washakie plan in detail.

REMEDY FOR POISON IVY: LAUNDRY SOAP

Remember these jingles if you want to stay clear of poison ivy when you're off for a jaunt in the out-of-doors: "Leaflets THREE -- let it BE."

But if you suspect you've brushed up against the poisonous leaves, then:

"There is hope, in kitchen soap." This is not a guaranteed remedy, but it may relieve light cases.

You can tell poison ivy because its leaves are divided into three separate leaflets. When the leaves are mature, they're dark green on top, and lighter and sometimes velvety underneath. But in autumn they turn the most beautiful shades of scarlet and orange.

"If you've come in contact with the plant, or have been cleaning it out, or even touch tools used to get rid of the plant, do this as soon as you can," suggests CONSUMERS' GUIDE, AAA publication:

"Wash with plain yellow laundry soap, with an excess of alkali. Work up a heavy lather on the exposed part of the skin, then rinse off the lather completely in running water. If you have no running water but use a basin, change the water often. Repeat the lathering process at least 3 or 4 times, and pay special attention to the hands and finger nails.

"If you're too late and severe ivy poisoning develops, see a doctor.

"Other home remedies on mild cases are sometimes effective. One is to wash with kitchen soap, then swab with a solution of Epsom salts or cooking soda. Or else swab with a 5 percent solution of potassium permanganate. You can apply these with light bandages, keeping them moist and changing frequently. Burn the bandages when you're through with them.

"If you have poison ivy or poison sumac around your home and want to get rid of it, write the Department of Agriculture, Washington, D. C., for its free bulletin, 'Poison Ivy and Poison Sumac and Their Eradication.'"

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CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 9 June 26, 1939.

PULLING TOGETHER

Farmers who understand consumers' problems and consumers who understand farmers' problems mean a better democratic society, R. M. Evans, Administrator of the AAA, writes in a "message to consumers" appearing in a recent issue of the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Progressive-minded farmers are interested in the efforts of consumers to test the quality of goods and services offered for sale," declares Mr. Evans. "Such farmers are interested in the efforts of consumers to cut unreasonable costs.

"Equally, consumers who are of alert minds are interested in the efforts of farmers to stabilize agricultural production. Such consumers are interested in the efforts of farmers to insure national prosperity by soundly adjusting production to consumption, by eliminating gluts and surpluses. For city consumers have themselves built up, in their capacity as producers, whether they are business, professional, or labor folk, organizations which endeavor to stabilize their activities even as the farmer is now stabilizing his.

"This interest of farmers in consumers' efforts, and of consumers in farmers' efforts, is demonstrated increasingly. For we are all Americans, and we all strive to make the American dream of opportunity and security for the common man come true.

"Time was when every man could go his own way. Today in our complex society the achievement of the American dream depends upon the understanding of and cooperation with groups other than our own."

YOUR EYE CAN FOOL YOU

Consumers don't have to go any further than their pantries to find out how confusing can sizes can be.

The experience of a housewife who made this pantry test is told in the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"In the middle of her research she came across 2 different brands of canned tomatoes," reports the GUIDE. "Taking one she looked at the label and found that the contents were one pound, 3 ounces. Looking at the second can, her first impression was that it was larger than can no. 1.

"She got out a ruler and measured the cans, top to bottom, edge to edge. They were both the same size.

"Her husband examined the cans and also picked one as being larger than the other. Debating between them why it was their eyes deceived them, they learned what was up. It was the color scheme of the label. (cont'd)

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"One label, the one on the larger appearing can, was half red, half white. The other label was solid brown. Evidently, color schemes on labels can create optical illusions about size.

"The thing to do, they reasoned, is this: Read the labels carefully, particularly the net weight legends; don't guess from the appearance of a label that one can is larger than another."

HOW DO YOU KNOW YOU NEED MORE VITAMINS?

"Consumers should remember two things when they hear any type of vitamin ballyhoo," cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"First, the average person -- unless his doctor tells him differently -- can get all the vitamins he needs from a balanced diet of carefully selected foods, properly prepared.

"Second, so far as scientists know now the only people who really need vitamin concentrates are babies and young children, expectant and nursing mothers, persons recuperating from sickness, and those following out doctor's orders.

"If you think you need vitamins in a special form go to your family physician. Chances are he can fix up your diet to see that you get an ample supply of vitamins from natural foods.

"If he can't, he will give you a druggist's prescription, and you can take your 'concentrates' in full knowledge that you are not acting on a hunch that can cause deep inroads in your personal budget."

SQUASH -- SUMMER AND WINTER VARIETIES

Here are some tips on how to select squash:

"Squash comes in two types, the summer and winter, differing in character and habits of growth," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Pick your summer squashes for freshness and heaviness for their size. They should be eaten while young, when the skin is tender enough so that a fingernail indents it. This will mean that the seeds are tender, too, -- an important consideration since summer squashes frequently are eaten without discarding rind or seeds.

"If you are looking for a good pie filling, pass up the summer kind in favor of the winter varieties. For food value, too, the winter varieties have a slight edge.

"If you plan to store winter squashes for the cold months when prices soar, be sure they are well-matured and thick-skinned. Above all avoid those with soft rind or signs of decay."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 10 July 3, 1939.

CHECKING ON WEIGHTS AND MEASURES

Consumers in small towns, as well as those in big cities, stand to gain by properly enforced weights and measures laws. A letter to the editor of the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, tells how one woman "went to town" on weights and measures protection in her own community.

This woman started checking on the scales in her town, to see whether they had been O.K'd by local officials as giving accurate weight. "Not one scale in town," she writes, "had the seal of approval on it."

An individual consumer might have found this a baffling problem. This alert consumer happened to be president of the local women's club. So she told her story at the very next meeting of this organization. A committee was appointed to find out who was responsible for the failure to test the scales.

"They found out," says the letter, "that the Chief of Police is also Weights and Measures man and as long as nobody made a complaint and the city funds were low, he hadn't bothered to enforce these laws. However, the women's club went after him tooth and nail, with the result that all the scales in the city are now being sealed and approved."

Consumers who want to know how their weights and measures department stacks up against an efficiently operating one should write the Consumers' Counsel, Department of Agriculture, Washington, D. C., for the free article: "One Day with a Weights and Measures Official."

VACATION TIME PLAY

School's out -- and Jane and Johnny have a whole summer for play.

That means a problem for parents anxious to keep children off crowded streets and out of traffic's way.

Even with a limited budget, it's not hard to make a safe playground for young, growing children in the backyard -- if you have a backyard -- writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"A few boards nailed together, plus a wheelbarrow full of sand, can provide a continent full of fun for small hands and creative minds," says the GUIDE.

"For a swing, all that is needed is an old tire and some strong rope.

"Old packing boxes make doll houses or playhouses. Balancing boards for a summerfull of see-sawing can be made out of planks. (Cont'd.)

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"On rainy days, the boy or girl over 6 should be given toys and games that require creative participation, such as chemistry and building sets, paint sets, modeling clay, or musical instruments. Rainy afternoons can be full of fun and education for the child who is allowed to make drums out of hat boxes or chopping bowls, 'lyres' out of rubber bands strung on nails, whistles and pipes from willow branches and brass tubes. If there is a phonograph around, music has a better chance to take an important part in the child's life, for he can dance to it, sing to it, march to it, play to it.

"Books should not be forgotten in the summer schedule of play. Encourage children to take out library cards in their own names, and to become acquainted with the world of literature."

POINTS ON PEACHES

Next to a tree-ripened peach, one that ripens en route to the consumer is best.

"The way to tell a ripe peach is by its firmness and the extent to which the under side of the peach has turned a whitish-yellow color," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Peaches that are immature will shrivel and generally lack the tender tasty flesh of ripe fruit.

"Peaches of fine quality should be free from blemishes, and should be of fresh appearance. Whitish or yellowish color combined with red is also a sign of quality, but varies with the variety of peach.

"Overmature peaches are soft, bruise easily, and are fit only for immediate use. Watch for unevenness in shape and small surface punctures -- tell-tale clues of worm injury. Brown circular spots are warnings of decay, too.

"If peach dessert has to stand awhile, lemon juice squeezed over the peaches will prevent them from turning a dusty brown."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

VOLUME II, NUMBER 11 July 10, 1939

HOT WEATHER FOOD RULES

Keep custards and cream fillings cool during hot weather if you want to keep off the sick list, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Hot weather means danger of contamination. To be on the safe side take these precautions:

"Put custard and cream products in the refrigerator as soon as possible after purchase or cooking; use them the day you buy them.

"Cool pie and pudding fillings immediately to a temperature of 45 degrees F. or below.

"Don't take home-made pastries, salad dressings, salads, sandwiches, or picnic foods from the refrigerator until you are ready to use them.

"Special care should be taken with cooked leftovers made with milk, eggs, meat, or fish. Place them in dry, covered dishes, and keep them in the refrigerator. It's a good idea to reheat or boil them again before using.

"Foods that have a suspicious odor, taste, or appearance should be discarded immediately."

GOVERNMENT-GRADED MEATS DON'T COST MORE

"Government experts figure it costs less than one-fiftieth of a cent per pound to grade meat according to its quality," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Graders are at work in 21 cities in all parts of the country. That means that retailers almost anywhere in the United States can buy U. S. graded meats if they want to and if their customers ask for them.

"When you buy government-graded meats you know you are getting the quality that you pay for. The grade mark should be on every cut taken from a carcass since it is put on with a roller stamp. It might read, for example, 'U. S. Choice Steer,' or 'U. S. Good Lamb,' etc.

"Most graded meat on the market is beef. But you can also buy graded veal, lamb, and mutton, and some prepared meats such as hams, bacon, and sausage which are graded No. 1, No. 2, or No. 3. The grades for beef after July 15, 1939 will be Prime, Choice, Good, Commercial, and Utility; for all other meat cuts the grades are Prime, Choice, Good, Medium, and Plain.

"Consumers who want to know the meaning of these grades and how they can act as money savers should write the Consumers' Counsel Division, Department of Agriculture, Washington, D. C., for its free pocketbook-size leaflet, WHEN YOU BUY MEAT. Not only does the booklet tell you what the grade marks mean, but it also tells you what to look for in meat that isn't graded."

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NOTES FOR THE CUCUMBER FANCIER

Cucumbers bring flavor as well as food value to hot-weather menus.

"When you buy cucumbers," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, "avoid those that are withered, or shriveled.

"Likewise, shy away from those that look over-grown and puffy.

"A good buy in a cucumber is one that is firm and well-shaped. Look for those that are fresh, bright, and of good color.

"If there is a dark uneven spot anywhere on the vegetable it is a danger signal of decay or spoilage.

"For health value, count cucumbers in as a good source of Vitamin C, of small quantities of necessary minerals, and of the necessary fiber to help keep digestive tracts in order."

COOKING BY ELECTRICITY

Consumers in the market for an electric range have a double choice when it comes to surface cooking units: They can buy units where the heating coils are exposed, or they can buy those where the unit is enclosed in metal.

"The open units are usually cheaper," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "In general, initial cost and replacement of parts of the enclosed unit are more expensive.

"But closed units are more durable, and will last longer. The practical housewife knows also they are easier to clean.

"If you choose the open unit, don't be tempted to start digging out spilled food while the current is on. You may get a bad shock and blow out the fuse. If food is spilled, continue cooking until the spilled food is charred, then when the current has been turned off and the stove has been allowed to cool, use a soft brush to sweep away the charred food.

"Closed units are built either 'encased' or 'enclosed'. The encased type will cook slightly quicker because there is less metal to heat up. Research has also shown that the encased units are more economical to operate than the enclosed or open units.

"The average family can get along with 3 surface units, one of which should be from 1500 to 2200 watts for quick cooking of large quantities of food, sauteing, or deep-fat frying. The other units can be from 1000 to 1500 watts.

"A four-unit range, however, is recommended if the budget will permit. For economy of operation a utility or deep well cooker should be selected as the fourth unit."

CONSUMER NOTES
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VOLUME II, NUMBER 12 July 17, 1939.

"FARMERS DON'T WANT TO CLIMB BY PULLING LABOR DOWN," SAYS SECRETARY WALLACE

Farmers produced more last year than in 1929, but their dollars would buy about 10 percent less of city goods. Industries, on the other hand, produced less, and city consumers could buy food at 10 percent less than in 1929.

So declared the Secretary of Agriculture in a recent speech. "Farmers want to supply additional consumption for those of low incomes. But in their view it is high time for the other groups to begin to think in constructive terms about the need for producing and distributing greater quantities of manufactured commodities.

"Farmers are interested in the welfare of labor, in labor's income, and in labor's ability to purchase more farm products. They don't want to climb up by pulling labor down, for they know that any group that gets an advantage will not be able to keep it if other groups are hurt.

"What farmers really want is for industry and labor to get busy and match the abundance of agriculture. There is a triple reason for this. One is that farmers themselves are suffering from a scarcity of manufactured goods. The second is that unemployment in the cities cuts into the market for farm products, and reduces the amount of cash farmers can get for what they raise. The third is that farmers would like to see city jobs open up for the boys and girls for whom there is no opportunity on the farm."

HOW TO TELL A GOOD TOMATO

Tomatoes are one of the best gifts to diet and to taste, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Eat them for their rich supply of Vitamin A and Vitamin C," says the GUIDE. "They are also a good source of Vitamin B.

"One test for a mature, fully ripe tomato is to cut across the top of the fruit with a sharp knife. If the knife cuts through the seeds, the tomato is immature.

"If the tomato is mature and ready for serving, the seeds will slip aside from the knife and will not be cut.

"Look for smoothness on the skin of the fruit. The smoother the skin, the less waste there is. Damage caused by dirt, bruises, cuts, sunscald, sunburn, puffiness, growth cracks, scars, and insects reduces the amount of the tomato that is usable.

"Such defects do not always make the tomato entirely worthless. Some blemishes that mar the appearance do not affect the taste of the fruit. The result is lower prices and sometimes market bargains. Select these buys carefully in order to get the least possible waste in serving. And remember, too, that injured tomatoes must be used immediately; they do not keep for any length of time."

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BROIL STEAKS AT A LOW TEMPERATURE

Steaks will taste better, require less fuel to cook, and suffer a minimum of cooking losses if you broil them at a low temperature, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Experts at the Missouri Agricultural Experiment Station broiled 2 beef steaks at constant temperatures of 175 degrees C. and 225 degrees C. till each reached an internal temperature of 58 degrees C.," writes the GUIDE.

"The one broiled at the higher temperature showed greater cooking loss, required less time but more fuel to cook, and had a greater loss in weight after removal from the oven. It also gave a smaller percentage of edible material than the steak broiled at the lower temperature.

"The steak cooked at the lower temperature was also generally rated higher in palatability.

"If you want your steak rare or medium, don't broil it at the higher temperature; the test showed it will continue to 'cook' for a longer period when it is removed from the oven."

ARE YOU A HOME CANNER?

Home canners whose operations are kept down to a small scale usually find it more economical to can in glass jars than in tin cans. Economy comes in tin cans for the canner who stacks her shelves with hundreds of canned fruits and vegetables each year.

"Glass jars can be used year after year so long as they are not cracked or chipped," informs the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "But remember to sterilize them thoroughly before each canning.

"You can identify jars by the caps they wear. The original mason jar has a porcelain-lined metal screw cap. The lightning-type modified mason jar has a glass disk cover held in place by a wire clamp. The third type is the automatic-, self-, or vacuum-sealing jar that seals automatically when cooled.

"Chief difficulty with the cap of the mason jar is that it is hard to clean, and the porcelain lining may break or become loose. If this happens, or if the metal part of the cap becomes bent or dented, replace the top.

"The lightning type of lid is easily cleaned and sterilized. If it becomes loosened, adjust it by tightening the wire clamp.

"Automatic sealing lids suit most needs, but can be used only once.

"Rubber rings should be of top quality to withstand high temperatures, and should be bought new each year. To test a rubber ring do this: double it together and press the fold with the fingers. A good one won't crack. It should also stretch to twice its length and return without change of shape.

"For canning, pint and quart jars are best; half-pint jars are common for fruit preserves, jams, or similar products. No matter what you choose, look for simplicity of construction, and avoid jars that are chipped or that have air bubbles in the glass."

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VOLUME II, NUMBER 13 JULY 24, 1939.

FOUR CITIES TRY NEW PLAN TO MOVE FOODS TO NEEDY

Birmingham, Alabama, is the latest city to try out the new "food stamp" plan for getting better diets to needy families and, by moving surpluses off the farms, to get better incomes to farmers.

Three other cities already operating the "food stamp" plan are Rochester, N. Y., Dayton, O., and Seattle, Wash.

"Food stamps apply a magnet to the end of the traffic lines of commerce, pulling surpluses off the farm, and drawing them through regular distribution channels to ultimate consumers," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, of the AAA.

"The way it works is this: Families certified for public aid are given the chance to get free blue-colored stamps, good for the purchase of surplus foods, in return for purchasing orange-colored stamps which will purchase anything a grocery store sells to take out of the store except tobacco and liquors.

"For each dollar's worth of orange-colored stamps families buy, they are given 50 cents' worth of blue-colored stamps. The only requirement made is that the family buy a minimum of orange stamps amounting to $1 per person per week. These stamps, together with the free gift of blue stamps, give the families a purchasing power at the grocery store of $1.50 a week.

"Grocers receiving stamps in payment for foods purchased at their stores turn them in to their banks or wholesalers who act as agents for retailers in getting money from the Federal Treasury. Federal funds for redeeming the blue stamps come from part of the tariff duties collected from imports.

"Families supported by direct relief with no cash income are not required to purchase orange stamps in order to get the free blue stamps. They receive an outright gift of blue stamps.

"Because this is a new way of trying to banish the contradiction of farm surpluses and hungry city people, the Federal Surplus Commodities Corporation -- operating it -- is extending the plan slowly. Not until it has been given a chance to show up its weaknesses as well as its usefulness will it be made more general throughout the country. Meantime, in other places over the country the FSCC continues to distribute surplus farm products through regular relief channels."

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

Cotton is due for honors in women's hosiery.

Bureau of Home Economics experts, after a year of research, have succeeded in making hosiery from cotton that is full-fashioned, sheer, and as well-wearing as any stockings on the market today.

Acting at the request of Congress, the experts have been working to find a new market for America's cotton surplus and at the same time to give American women a new type of hosiery.

While tests are not yet complete, the stockings that have been made, fit as well as any other type of hosiery. Only mercerized cotton is used, which, in addition to giving the stockings a luster, is stronger than plain cotton yarn, and absorbs perspiration better than ordinary yarns. The stockings have been made in various types of weights and designs--plain knit for service weight, some more sheer, and some in fancy mesh designs to meet the demands of present-day styles.

It's not the job of the Home Economics researchers to see that their new type of stockings gets marketed. That's up to enterprising manufacturers and merchants.

LIMES FOR HOT WEATHER DRINKS

Take your choice of 2 kinds of limes when you buy this tropical fruit for hot weather drinks.

"Persian limes (also known as the Tahiti lime) or the Key limes (also known as the Mexican lime) look different and are different," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"The Persian lime is the larger of the two, and contains more juice than the smaller Key lime. Most Persian limes are seedless. Good ones with flavor and juiciness have a smooth and glossy rind, thin skins, and a fine-grained and very juicy pulp.

"Key limes have a tarter flavor than the Persian variety. They outrank other citrus fruits in acid content.

"Limes, like all citrus fruits, are triple-starred for Vitamin C. Good ones should be firm, not soft or 'mushy'. Texture should be smooth, although discoloration on the skin may pull prices down without affecting quality. Don't buy those that have decay, bad color on the inside, broken skins, bad bruises, or skins that have turned hard and dry.

"Use limes just as you use lemons--for flavor and taste."

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VOLUME II, NUMBER 14 July 31, 1939

FUR COAT BUYERS: READ THE LABEL!

Fur coat buyers following the summer sales should look at labels as well as styles.

Fair Trade Practice rules issued by the Federal Trade Commission last year strike hard at misrepresentations in labels and advertisements of fur dealers, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Under the rules, there can be no misrepresentation of the grade, quality, or kind of fur.

"Branding a fur with some coined name without explaining at the same time just what kind of fur it actually is, is forbidden. Likewise forbidden is advertising a fur as coming from a non-existent animal, such as 'sealine.'

"Dealers must not tell consumers that a fur is from a foreign animal, if such is not the case.

"Labels and advertisements must give consumers full information if furs are tipped, blended, pointed, or dyed; if a garment is made of fur odds and ends, or of tails, pieces, or paws; if the fur is made from second-hand, worn, or used furs; or if the garment itself is second-hand, worn, or used.

"Labels that name furs must give the true name of the fur and if it is dyed, or blended, this fact, must be stated too. For example, a rabbit which is dyed to resemble seal must be labeled 'Seal-dyed Rabbit;' or if the fur is muskrat, then 'Seal-dyed Muskrat.'

"Fur dealers are prohibited from falsely purporting to sell 'wholesale' or to advertise themselves as manufacturers when they are not.

"Banned also are advertisements of 'free' storage or repairs when these services are actually included in the purchase price. Fake sales of 'samples' and fake 'markdowns' are also outlawed.

"It is up to the consumer to watch labels and advertisements carefully to insure observance of these rules. A good rule is to buy from reputable merchants who play the game fair."

WHEN YOU BUY CHICKENS FOR FRYING

First step toward making good fried chicken is to get a good chicken to fry, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Fryers should be between 14 weeks and 5 months old. The best way to tell the age of the bird is to feel the breast bone. In a chicken young enough for frying the breast bone should be very flexible. The chicken itself should be meaty and well covered with flesh. (Cont'd.)

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

"Weight of a fryer should be from 2-1/2 to 3-1/2 pounds. This is the market dressed weight, that is, the chicken has been plucked but not drawn, and has head and feet still on.

"If you fry in shallow fat, follow the advice of Bureau of Home Economics experts and have from one-half to three-quarters of an inch of well-flavored fat covering the bottom of the pan. The fat should be allowed to get hot -- but not to the point where it begins to smoke. With the pan covered, it should take from 20 to 25 minutes to fry the thickest pieces of a 3-pound chicken."

DON'T PLAY WITH FIRE

Experts of the Department of Agriculture lay down these rules for summer campers and city dwellers to avoid fire hazards.

First, never use gasoline or kerosene to start a fire, or to revive one that has died down. Not only is there danger of a sudden flash of flame, but vapors from the fuel can result in a serious explosion. Particularly important for campers is the rule: Never put gas or kerosene into lamps, lanterns, stoves, or heaters while they are burning. If you do store gasoline or kerosene, for everyone's safety keep it outside of the home.

Second, when you clean at home, do not use inflammable liquids, such as gasoline, naphtha, or benzine. There are plenty of safe fluids for dry cleaning, such as carbon tetrachloride, that can be purchased at any drug store. It's a good idea, too, to dry clean out of doors where fumes have a chance to escape.

Third, if you live in an apartment house equipped with an incinerator, never throw anything in powdered form -- such as dirt from a vacuum cleaner, floor sandings, flour, etc. -- down the incinerator without first wrapping it tightly in paper or rags. Serious explosions have resulted when powdered wastes have been tossed down incinerators.

Finally, campers and picnickers should remember the rule that foresters repeat every season: Don't throw matches around carelessly; and don't leave a camp fire until you're sure it's completely out.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 15 August 7, 1939.

HOW DANGEROUS ARE WOOD TICKS?

There's reason enough to be on the alert but not much to be alarmed over the possibility of a tick bite every time you go into the country.

"There were only some 500 cases of Rocky Mountain spotted fever -- the disease caused by the wood tick -- in the entire country last year, and only about one-fifth of these were fatal" reports the Consumers' Counsel of the AAA.

"Doctors of the Public Health Service say that with reasonable precautions, chances of getting infected are slight. They point out that only about one out of every 500 or 600 ticks carries the disease. And ticks prefer to attach themselves to dogs or other animals, rather than on human beings.

"Ticks that carry the disease have been found in all parts of the country.

"An infected tick has to remain on you for about 6 or 8 hours before he can transmit the disease. So the best precaution, if you are in tick-infested areas, is to look yourself over thoroughly, particularly your hair, twice a day to see whether there are any ticks on you. Children need special attention. An occasional glance at your clothing is another precaution.

"It's wise to keep the undergrowth cleared away and the grass closely cut if you are living in the country.

"If you do find a tick on you, do this: Pluck it off with tweezers, or your fingers, being careful not to crush it. Destroy it by putting it in kerosene or boiling water. Put iodine on the exact spot where the tick had taken hold. Be sure to dip your fingers or the tweezers in alcohol, or wash thoroughly with soap and water, after the tick is removed.

If you think you have been bitten by a tick, make a call on your doctor so he can keep an eye on you. It takes from 4 to 12 days for the actual disease to develop -- if it does develop -- and it usually starts off with a chill, fever, and a very severe headache.

"Write to the U. S. Public Health Service, Washington, D. C., for its free bulletin, 'Spotted Fever,' if you want more information about ticks. The Department of Agriculture, Washington, D. C., has a free leaflet, 'Combating the American Dog Tick,' which tells how to guard dogs from tick attacks."

HOW MUCH AIR IN YOUR ICE CREAM?

If you want to know how much actual ice cream there is in a quart, weigh it, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

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"All ice cream contains some air," says the GUIDE, "but sometimes you may be getting more air than cream.

"The Federal Government, when it buys, specifies that ice cream must weigh at least 4 1/2 pounds a gallon.

"One final hint: Ice cream sold in the bulk, and scooped out of the freezer, contains less air than ice cream packed at the factory. The scooping and packing forces the air out. For this reason ice cream may cost more in the bulk."

GETTING RID OF PERSPIRATION STAINS

You don't have to go any further than your pantry to get rid of a stain caused by perspiration.

"If the material is washable, expose it to the sun after washing with soap and water," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Before you try other remedies, be sure you know whether the stain is a fresh one or an old one. If it is a fresh one, and if the garment is washable, do this: Rinse the garment in a generous amount of water; then try holding the stain over the fumes from a bottle of ammonia. If that doesn't work, apply a solution of ammonia directly to the spot. The ammonia may cause a color change in the fabric. In that event, white vinegar applied to the spot may bring back the original shade. In any case, experiment with this treatment on a piece of material before you try to clean the garment.

"Another remedy for a fresh perspiration stain is to sprinkle baking soda on both sides of the moistened material. Let it stand until the effervescence stops, then rinse the garment thoroughly.

"For an old perspiration stain: sponge the stain with lemon juice and water, and then rinse. The rule for trying the treatment on a hidden piece of the material first holds here also.

"More information on stain removal is in Farmers' Bulletin No. 1474, which is free from the Department of Agriculture, Washington, D. C."

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CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 16 August 14, 1939

DO YOU KNOW SIX PEOPLE?

Do you know 6 people who would like to have cracker-barrel discussions about farmer-consumer problems?

CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, is ready to help you plan and carry on these discussions through the winter.

"There's life and fun in such a gabfest, if what's happening to America is important to you," writes the GUIDE, in discussing the plan. "There's hope for democracy if you and your friends take time to thresh out these problems. If living in a democracy is worth something to you, you will.

"Pick the people who seem to have the widest differences in point of view. Try to pull together people who earn their living in different ways; people who work for wages; people who are bosses; people who work on farms; people who work at home.

"Sit around the dining room table, when you do your talking, so that anybody who wants to bang his point home has something to bang on.

"Remember good discussion comes only from people who admit that the next person is as decent a person, as worth listening to, and as deserving of his opinion, as the first. You'll have fun if you keep the talk good-natured.

"And remember, too, the reason for 'chewing the rag' is not to make somebody else admit something he doesn't believe. It's to help you clear up your own thinking. If the next person believes what you say, that's one up. If he doesn't, maybe you haven't put your point across. Don't hold it against him.

"If you and 6 other people want to plan, say 6 or 7 evenings of cracker-barrel confabs next winter--once a month, perhaps, from October to April--write the CONSUMERS' GUIDE, Department of Agriculture, Washington, D. C., for suggestions on how you can hold such confabs and some material that will provoke lively questions. It's yours for the asking. Nothing in this material is designed to sell you anything."

GET YOUR VITAMIN D

"Vitamin scientists say you shouldn't be buying Vitamin D in soap or face creams," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Vitamin D is essential for babies, young children, and expectant and nursing mothers," says the GUIDE. "Well-formed teeth and bones depend on a good supply of the vitamin. Children who don't get enough Vitamin D may develop rickets.

"Getting plenty of sunshine is one way of building up a supply of Vitamin D--often called the 'sunshine vitamin'. The human skin contains 'pro-Vitamin D' which turns to Vitamin D under direct exposure to the sun for short periods every day.

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"Best food sources for the vitamin are fish-liver oils, salmon and other oily fish, egg yolk, and liver.

"Because Vitamin D is not present to any great extent in ordinary diets of children, nutrition specialists recommend that in addition to plenty of sunshine, children up until the age of 6 receive from one to 2 teaspoons of codliver oil or its equivalent daily to insure good teeth and bones. A good cod-liver oil states on its label that it contains not less than 85 U. S. P. (United States Pharmacopeia) units of Vitamin D per gram. Most cod-liver oils are considerably higher in potency, and many low-priced oils meet or exceed the standard. Other vitamin products may also meet the standard, but mothers not familiar with vitamin units should consult their family physician if they want to be sure their children get an adequate supply.

PASTEURIZED VS RAW MILK

It's always safer to buy pasteurized milk rather than raw milk, advises the Consumers' Counsel of the AAA.

"The milk experts in the Department of Agriculture, and in the United States Public Health Service, say you can never be sure that milk is safe unless it has been properly pasteurized. Even certified raw milk, which is as safe as any raw milk can be, may carry dangerous germs. Every year from 30 to 50 epidemics are reported of diseases carried by raw milk.

"Pasteurization--properly done--kills all the harmful bacteria in milk. Buying raw milk and then boiling it as a safety measure is all right when you can't buy milk already pasteurized. But many people don't like the tast of boiled milk. Pasteurization, if done correctly, will not affect the taste of milk.

"Remember that pasteurized milk has just as much food value as raw milk.

"Pasteurization is not a substitute for clean, sanitary dairies and farms. If you want to know how your milk supply stacks up against scientific standards for cleanliness and safety, read the leaflet called 'What Every Person Should Know About Milk.' It is free from the United States Public Health Service, Washington, D. C."

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VOLUME II, NUMBER 17 August 21, 1939

GASOLINE BY GRADE

North Carolina motorists know what quality of gas they get when they ride up to their filling stations, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, AAA.

"All they have to do is to ask for 'North Carolina Premium,' or 'North Carolina Regular,' or 'North Carolina Motor.' That State has a law which requires all gasoline sold to be quality graded. These are the three grades, from top to lowest quality.

"Depending on the kind of car they drive, motorists can decide for themselves which of the 3 grades is most economical for them to use. The lowest grade, 'North Carolina Motor,' for example, is not suitable for automobiles with high compression motors. This gasoline must be free, however, from water and suspended matter; it must have an octane rating of at least 60, and it must not contain more than a stated amount of gum and sulphur. 'North Carolina Regular' gasoline must meet higher standards, and have an octane rating of 68. The 'Premium' gasoline must score even higher, with an octane rating of 75.

"Specifications for the grades have been worked out by the chemists of the North Carolina Gasoline and Oil Inspection Division of the State Department of Revenue. They are based on a number of chemical tests.

"Gasoline destined for North Carolina automobiles is graded originally at the refineries. Inspection begins with the arrival of the gasoline in the State. Gasoline which does not meet the requirements for the lowest grade may not be sold in the State at all. A crew of chemists and inspectors, traveling in a trailer laboratory, police gasoline sales at retail stations.

"So that the grades can be easily identified by consumers, pumps selling different grades are marked with distinguishing colors."

A TIP FROM MUSICIANS TO CONSUMERS

"The cry for standards blew a sweet clear note not so long ago when a conference of musical experts in London called for a standard for note 'A' in the musical scale," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"In the United States, 'A' is standardized at 440 vibrations per second. In other countries it ranges from 435 vibrations to 442 vibrations per second. And before the days of radios, 'A' was anything from 393 to 567 vibrations.

"Just as the lack of standard can sizes introduces confusion into consumer buying, so the non-standard 'A' introduces confusion into an orchestra. The request for a standard 'A' has been referred to the International Standards Association which will then refer it for action to the countries affiliated with the Association."

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HOW TO CLEAN PAPERED WALLS

"Some wall papers are guaranteed washable; others can be easily ruined by application of moisture. If you want to keep your walls looking fresh," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, "remember these rules:

"Dust the paper regularly and completely. Otherwise dirt may become imbedded in the wall. A soft duster or an outing flannel bag on a broom will do the job. A stiff-bristle brush may injure the paper.

"Too much water on washable paper may easily soak it off. A very mild soap solution, applied carefully with a soft sponge to heavier type washable wall paper will be successful. On light washable papers, use a clear lukewarm water with no soap. Dry the wall with a soft cloth after rinsing.

"Commercial pastes or powders sold on the market can clean papered walls, but directions should be followed to the letter, if streaks and spots are to be avoided. Try the cleaner behind a picture or door first to be sure the color or pattern doesn't come off along with the dirt.

"If the paste works, clean a strip of the paper at a time, working from top down, and overlap each strip of the paste cleaner to avoid streaks.

"You can make your own paste with this recipe: 2 cups of flour, 1 cup of warm water, 2 tablespoons of salt, 2 tablespoons of kerosene, and 4 tablespoons of household ammonia. Mix these together, cook in a double boiler over boiling water until the paste no longer sticks to your hand when rolled between the fingers, then cool in a covered pan.

"Fresh grease spots--from oily hair, for example--usually come off the wall if a hot iron is pressed against a blotter held on the spot. Two or 3 applications may be necessary, but be careful not to scorch the wall."

GRAPES ON THE FRUIT CALENDAR

Grapes are sweetest when they are plump and mature, not shriveled or decayed.

"Look over the grape container before you buy," cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "If it is leaky and stained, it is a sure sign of decay. You can also tell decay in grapes by presence of mold or wet berries.

"Grapes at their best--regardless of their variety--should have a fresh appearance, as indicated by their plumpness and high color, and should be firmly attached to the stems. Avoid those that are dried or shriveled.

"High color means well-developed sugar content and good flavor. Some grapes remain green in color even when ripe, but most turn amber when at their best.

"Frost injures grapes, leaves the fruit rather flat in flavor. You can tell a frost-bitten grape by its dull appearance, stickiness, milky appearance, or by the fact that the stem extending into the berry is discolored and short."

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VOLUME II, NUMBER 18 August 28, 1939

A TIP FROM CINCINNATI CONSUMERS

"Representatives of Cincinnati consumers now sit at council tables with other important interests in the city--industry, labor, and trade, "reports CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"More than 56 conferences benefiting consumers and retailers, wholesalers, and manufacturers, have been held under the sponsorship of the Consumer's Conference of Greater Cincinnati which has also presented 90 weekly radio programs.

"Delegates from the conference have attended a variety of gatherings, the kind to which consumers ordinarily are not invited. These include a meeting of retail grocers and butchers, a convention of department store administrators, and a dry cleaners' meeting.

"The conference is cooperating with other civic organizations to get a smoke abatement ordinance passed.

"In addition to educating consumers in the quality of goods they buy, it has supported consumer legislation in the city, State, and Nation, and has sought to secure informative labels on commodities.

"In a year the conference pushed the purchase of Government graded meat for consumers up to a point where Cincinnati is among the first 10 cities in the country in the amount of quality-graded meat it consumes. Until the Conference began this work, not a pound of graded meat had been sold in Cincinnati."

How do consumer achievements in your community stack up against this impressive list?

CANS FOR CANNING

If you're going in for canning operations in a big way you will find it more economical to use cans rather than jars, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"But be sure you know which type of can to use for different types of fruits and vegetables," cautions the GUIDE.

"Most vegetables, fruits, and meats can safely be put in the plain tin cans made of thin sheet steel plated with tin. But some foods, such as red-colored fruits and vegetables, fade when heated in this type of can, although with no bad effects on the food.

"This means you should use enamel lined cans to preserve the appearance of these foods, and to prevent excessive darkening or corrosion of the cans.

"For keeping red-colored fruits and beets red, and to prevent pumpkins and squash from corroding the can, use 'sanitary,' 'fruit,' or 'R' enamel cans, which you can tell by their deep gold color and bright finish.

"For corn, succotash and other products use 'C' (or corn) enamel cans, which have a light gold color, and a dull finish. These prevent the foods from discoloring. Never use 'C'-type enamel cans with acid foods or with chicken or meats containing a large amount of fat. These cause the enamel to peel off,

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making the food unsightly, though not injuring its quality.

"Paper gaskets on cans have a slight advantage over rubber gaskets for hand sealing, but have the disadvantage of falling out of place or being wrinkled.

"When you buy tin cans, ask for sizes No. 2, No. 2½, and No. 3. These are the sizes that can be used in most hand-sealing machines."

HOW TO BUY SHEETS

Consumers looking for good buys in sheets should know breaking strength, thread count, sizing content, and other quality facts if they want to get full dollar-value in their purchases, declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Sheet labels that give this information are few and far between," informs the GUIDE, "but consumers should ask for these facts when they buy:

"Is the sheet percale or muslin? Buy heavy-duty muslin if you have a couple of growing youngsters in the family, and need to economize on the family budget. If you put stock in appearances or feel more comfortable under fine, thin sheets, choose percale. Percale is made of finer yarns than muslin, and is lighter.

"How much sizing (or starch) is there in the sheet? An excess amount of starch--as high as 20 or 25 percent--means the sheet is poor quality. After one or 2 washings, such a sheet will end up thin and sleazy. To tell if there is an excess amount of sizing in the sheet, rub a corner of it between your hands and see if a small amount of white powder sifts out. If it does, don't buy. Some sizings even resist this test.

"What is the breaking strength of the sheet? Breaking strength means the number of pounds necessary to break the sheet. The higher the strength, the better quality is the sheet. A good muslin sheet should have a breaking strength of 70 pounds each way, a percale sheet, 60 pounds each way.

"What is the thread count of the sheet? This simply means the number of yarns lengthwise and crosswise in each square inch. The higher the thread count, the better the sheet. A satisfactory muslin may have between 66 and 76 yarns to the inch each way, while a high quality percale may run as high as 100 yarns per inch each way.

"If the sheet is marked 'torn size' it will retain its straight hem after laundering.

"Consumers who want this information on labels should ask for it. Then stores and manufacturers will know it pays to give the facts."

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VOLUME II, NUMBER 19 September 4, 1939

SECRETARY OF AGRICULTURE WALLACE TALKS ON COOPERATIVES

"Year by year cooperative action becomes more necessary to maintenance of the American way of life," declared Secretary of Agriculture Henry A. Wallace in a speech before the American Institute of Cooperation meeting in Chicago recently.

"Twentieth Century democracy provides for shoulder-to-shoulder action of the common people to advance their economic group interests as well as for curbs upon unjust actions of the economically powerful," he said.

Secretary Wallace went on to discuss the essentials necessary to the success of a cooperative.

"We all know that a cooperative must have first, a loyal and responsible membership, and second, operating efficiency. If either is lacking, the cooperative is bound sooner or later to crack up.

"It is not until the initial sign-up period of enthusiasm is past that the members get their real test, for it is more difficult to keep a cooperative going successfully than it is to organize it in the first place. No cooperative can live and thrive unless its members take great care to choose qualified members as directors, and patronize their association to the fullest extent. . .

"To operate efficiently a cooperative must first of all fill a real need, serve a large enough territory, and command a sufficient volume of business."

In addition, the Secretary said, to operate efficiently a cooperative must have financial strength, good management, and sound operating policies and methods.

A TIP TO CANNERS

Here is a hint - from CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA - for home canners who plan to can pears this fall:

"To keep pears from turning dark while they are being prepared for canning, drop each piece of peeled fruit into a solution of water, vinegar, and salt for a short time. Two tablespoons each of salt and vinegar to each gallon of water make the solution.

"Remember this tip when it comes to canning apples, peaches and apricots, too."

HOW TO GET RID OF MILDEW

Mildew--the moldy-like substance that may appear on fabrics--is easy to remove when fresh, but becomes more difficult to get rid of the longer you neglect it, according to the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"At first you find it only on the surface of the fabric, but unchecked mildew will eat into the fabric itself," declares the GUIDE.

"If the stain is very fresh you can get rid of it simply by washing the fabric in soap and water, then hanging out to dry and bleach in the sun.

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"If this fails to work, try the old-fashioned remedy of moistening the stain with lemon juice and salt, and then spreading the fabric in the sun to bleach. This is for white cloth only, and often does the trick for a slight stain.

"Soaking the stain in sour milk over night and then bleaching the garment in the sun without rinsing is also suggested for light stains.

"For old mildew stains on cotton and white linen, try bleaching the material with Javelle water. Javelle water is made by dissolving a half pound of washing soda in a quart of cold water. Then add a quarter pound of chloride of lime, and mix thoroughly. It's a good idea to filter the mixture through a cloth to get rid of sediment.

"Apply the mixture to the stain with a medicine dropper but don't let it remain there for more than a minute. Rinse the garment thoroughly.

"Never use Javelle water on silk or wool. For stubborn mildew stains on these fabrics, a peroxide bleach is best."

CHECK YOURSELF ON THESE FALLACIES

Do you believe that thunderstorms cause milk to sour? Or that a beefsteak will cure a black eye? Or that excessive thinking will result in baldness?

If you do, you're in the class of a lot of college graduates who think these fallacies are true, declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"An educator made a survey of the fallacies held by high school students, college students, and just plain adults," writes the GUIDE.

"Two percent of the high school students questioned, 6 percent of the college students, and 9 percent of the adults believed that thunderstorms hasten the souring of milk. Thunderstorms don't sour milk, milk experts of the Department of Agriculture agree. But heat will cause it to sour by making bacteria increase. So if you want to keep milk fresh, don't worry about thunderstorms. Just be sure to keep the milk in a cold refrigerator all the time.

"Two-fifths of the high school students, more than a third of the college students, and a fifth of the adults were convinced that if you applied raw meat...preferably a beefsteak...to a black eye, the swelling would go down. Doctors from the Public Health Service say that if you're unlucky enough to acquire a black eye, the thing to do with the beefsteak is to eat it--and apply a cold compress to your eye. If the raw beefsteak reduces the swelling of a black eye, it's only because the meat happens to be cold and moist. A cold compress will do it better and at less cost.

"A fallacy that helps explain all these fallacies is the one held by 5 out of each 100 folks queried in this census of superstition. They thought that excessive use of the brain might cause baldness!"

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CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 20 September 11, 1939

KEEPING COOKED MEAT

"Keep cooked meat in the cold part of your refrigerator and do not let it remain unused for too long a period of time," is the warning of the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"It should be loosely covered with oiled paper to prevent its drying out," advises the GUIDE.

"Ground cooked meat should be used with extra promptness, since it is an easy victim of contamination. This is particularly important for ground meats used in salads and sandwiches which are not reheated after they are ground.

"The warning holds also for reheated ground meats such as those used for croquettes.

"The danger of contamination of ground meat becomes more acute if the meat is ground or chopped while warm and then allowed to stand without proper refrigeration."

WASHING MACHINES NEED CARE

Two ways of getting the most out of your washing machine are, first, to run it properly, and, second, to keep it properly cleaned.

"Don't overload your machine, either with clothes or with water," is the advice of the Consumers' Counsel of the AAA. "The machine usually has a water line marked in the tub, so it's easy to know when the full mark has been reached. Follow the directions given with the machine to know its top capacity for clothes. Exceeding this limit can injure both clothes and machine.

"Another rule in proper operation of the machine is never to start it when it is in gear. Likewise, throw the machine out of gear before you turn off the motor. This avoids excessive strain on the mechanism.

"It's a good rule, too, always to launder your machine after laundering your laundry. If there are stains on the inside of the machine, use whiting or a fine scouring powder to get them off. Never use coarse, harsh scouring powder if you want to retain the inside surface of the tub.

"The greenish spots that sometime form on the inside of copper tubs--called 'verdigris'--can be removed with soap suds and ammonia, or you can use a paste made with whiting and oxalic acid. Alway dilute oxalic acid--about a tablespoon to a cup of water. Leave the whiting and oxalic acid on the spot until dry, then rub it off. Remember to keep oxalic acid out of reach of children, and label it POISON."

TO THE FRECKLED

If your first sun freckle is a signal for a trip to the drugstore in search of a bleaching cream or a freckle remover, take heed of the notice recently issued to manufacturers of mercury bleach cream by the Food and Drug Administration.

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"All mercury creams from now on must carry warnings," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "No such preparation should be applied when the skin is cut, bruised, sunburned, or sore. Nor should a cream be used after a depilatory has been applied. The application of a mercury cream over a large area of the skin is also dangerous.

"People who use the creams should stop using them the moment any irritation appears.

"Labels on these creams, the Food and Drug Administration says, should advise consumers to test the creams before they use them, and directions for testing should appear on the labels with warnings.

"In no case, the Food and Drug Administration says, should the cream be applied vigorously. Where it is applied, it should be put on in very thin layers, and should not be left on for more than a half hour. At the end of a half hour the cream should be removed with benzine or oil.

"Mercury creams, the Food and Drug Administration says, cannot be expected to have more than a temporary bleaching effect on the skin. Creams which might remove freckles are so dangerous that they are illegal.

"Creams containing ammoniated mercury are dangerous to an unusually large percentage of persons. To protect consumers, therefore, the Food and Drug Administration has announced that it will frown on any cream containing more than 5 percent of this chemical. More than 2/10 of one percent of bichloride of mercury also makes a cream illegal in the eyes of the Food and Drug Administration. Comparable amounts of other mercury preparations will render creams containing them liable to seizure.

"Firms making misleading claims on the labels will be proceeded against by the Food and Drug Administration, while if they make them in advertisements, the Federal Trade Commission will proceed against them.

"The Food and Drug warnings to the mercury cream manufacturers were issued after qualified experts on the effects of mercury had been consulted. The warnings are based on these experts' recommendations."

TUNE IN SEPTEMBER 17 on your local Columbia Broadcasting System station at 1 P.M., Eastern Standard Time for a half-hour's program on GOVERNMENT AND THE CONSUMER. This special feature is presented by the Office of Education, United States Department of the Interior, for the World's Fair Commission in cooperation with the CBS.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 21 SEPTEMBER 18, 1939.

FOOD SUPPLIES ADEQUATE, SECRETARY OF AGRICULTURE DECLARES

"There is no basis for alarm" as far as food supplies are concerned, declares the Secretary of Agriculture in a recent address which is quoted by the Consumers' Counsel Division of the AAA.

"We have in agriculture a mechanism which in a measure does for agriculture what the government insurance of bank deposits does for banks. Today no one would rush to a bank to get his money out because he knows that the Federal Government has set up bank reserves to protect him. In the same way in agriculture, the Government has provided certain reserves. Through the Ever-Normal Granary plentiful quantities of wheat and corn and cotton have been stored by the farmers and the Government."

CORN, PORK, LARD

"The large corn supplies which we now have on hand," continues the Secretary's statement are "important to the consumer who is interested in future prices for meat, lard, and dairy products. Lard prices went up. But there are abundant supplies of corn on hand and there is certain to be an abundant supply of lard. The run on pork products at the butcher shops cannot continue so very long."

BEEF, BUTTER, FRUITS AND VEGETABLES

As to fat cattle (beef), which like hogs are also raised in large measure on corn, the Secretary says that "the prospect for abundant supplies the next few months is not quite as good. However, there are fully adequate supplies and no reason whatever for serious concern about them.

"As to butter, the prospects for the coming year are for a supply more than adequate to meet normal consumption.

"We have sufficient feed grains to insure beyond question an abundant supply of meat and dairy products during the coming year.

"As to fruits and vegetables -- fresh, canned and dried -- indications are there will be liberal supplies."

WHEAT

In wheat, the Secretary points out, "we had a carryover on July 1, of 254 million bushels which compared with a long time average carryover as of this date of about 100 million bushels. The new crop is about 730 million bushels and the domestic consumption is about 670 million bushels.

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

"World wheat supplies this year are about 5,300,000,000 bushels as compared with only 3,500,000,000 back in 1914 when the first World War broke out. Never has there been such a tremendous supply of wheat in the world."

There is therefore little chance for the time being of an increase in exports of wheat large enough to take supplies below what we need for use at home.

CROP FORECAST REASSURING

Latest figures taken from the Department of Agriculture's September 1 Crop Report also show that "housewives need have no fear of any shortage of food supplies for next year," the Consumers' Counsel goes on to say. Highlights of the Crop Report are:

"In all lines, supplies appear adequate for ordinary needs.

"Wheat and beans are expected to show about average production, and the same is true of potatoes and sweetpotatoes considered together. Rice is 12 percent or more above average.

"The total production of fruits and nuts is expected to be well above average. Prospective supplies of pears, apricots, grapes, late peaches, fresh prunes, cranberries, and commercial apples are large. Production of citrus fruits is also likely to be large, although not so large as the record crop of 1938-39. The total supply of dried fruits probably will be above average. Of the fruits for canning, cherries were a record production; apples, pears, and prunes are above average in supply; and the supply of canned peaches probably will be about average.

"It appears now that there will be adequate supplies of vegetables for fall and early winter needs. While the quantities available may be below the heavy tonnage of a year ago, it is expected that for most crops, they will be above average."

SUGAR

"Ample supplies of sugar above domestic requirements of recent years are in prospect," according to the Consumers' Counsel of the AAA. "On September 11, 1939, all limits on the amount of sugar that may be marketed in this country were suspended by direction of the President. As a result, all sugar producers -- at home and abroad -- most of which have relatively large stocks at present, will be able to market more here than they have in any recent year."

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CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

VOLUME II, NUMBER 22 SEPTEMBER 25, 1939.

FOOD SUPPLIES AMPLE FOR COMING YEAR

Consumers should have no fear of a food shortage during the coming 12 months, reports the Consumers' Counsel of AAA.

"Food supplies during the coming year appear adequate for ordinary needs and will be even larger than seemed probable a month ago, according to the latest crop report (September 11) of the Department of Agriculture," declares the Counsel.

"Below are summaries of supply prospects for each of the major foods. Reading these should clear up some of the rumors that have arisen that there will be a shortage of some foods this year because of war conditions. These rumors appear to be based in part upon the view that a good part of our food supply will be exported. Just how much will be exported is quite uncertain at present. The general concensus of opinion, however, is that exports will not reduce supplies below domestic requirements in most recent years.

"Here is how the food situation appears at present:

"MEATS. Pork supplies during the remainder of 1939 and the first half of 1940 will be materially larger than last year and above the level of other recent years. Marked increases over 1938 also are expected in better grade beef, while a reduction is in prospect for lower grade beef. These changes may just offset each other and total beef supplies may be about the same as a year ago. But there is some prospect that total beef supplies may be bigger than they were a year ago. Little change from the levels of a year ago in lamb supplies appears probable during the remainder of this year and early 1940.

"POULTRY AND EGGS. Outlook still is for increases in poultry and egg supplies above last year's level during the remainder of 1939 and the first half of next year.

"BUTTER. Production during the remainder of the year probably won't equal the high level reached last year but probably will be close to the levels of other recent years.

"FRESH FRUITS. Total production is expected to be well above average. Oranges and grapefruit supplies this winter and spring may not be as large as the record crops of the past year but ample supplies are in prospect. Crops of apples, late peaches, and cranberries are expected to be larger than last year's. Pear and grape production probably will be slightly smaller than last year's record crops.

"DRIED FRUITS. Total supply, including dried prunes, raisins, apricots, apples, and peaches, probably will be well above average and larger than a year ago.

"FRESH VEGETABLES. Supplies are expected to be above consumers' requirements in recent years.

"CANNED VEGETABLES. Total amount available probably won't be as big as last year's unusually large supplies but will be large compared with most other recent years.

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"SWEETPOTATOES. Production this year is expected to be the third largest on record and about 3 percent more than a year ago.

"POTATOES. Production prospects in the areas which are the major sources of supply until April improved during August, and the crop is now expected to be a little larger than a year ago, but still slightly below average.

"RICE. Supplies are expected to be slightly smaller than the large amount available last year, but bigger than average.

"DRIED BEANS. Supply is expected to be slightly less than last year's unusually high level.

"NUTS. Marked increases are expected over last year in walnuts, almonds, filberts, and pecans.

"WHEAT. Supplies probably will be a tenth smaller than they were last year but otherwise will be the biggest we have had since 1932. Last year's supplies were considerably above the amounts needed for domestic requirements and exports, and it appears that this situation will be repeated this year.

"SUGAR. Ample supplies above domestic requirements in recent years are in prospect. Due to the removal of the limitations placed on the amount of sugar that could be marketed annually in this country, by direction of the President on September 11, areas marketing sugar in the United States will be able to market more here than they have in any other year. Relatively large supplies of sugar are reported in all of the areas shipping into the United States."

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CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

VOLUME II, NUMBER 23 OCTOBER 2, 1939.

FOOD-STAMP PLAN EXPANDED

With the addition of Springfield, Illinois, to the list, needy families in 7 cities are now receiving surplus foods under the "Food-Stamp Plan," according to a recent announcement of the Department of Agriculture.

The plan is designed to move surpluses off farms and, through normal channels of trade, bring them to needy families who benefit from better diets provided by the surplus foods.

Addition of the Illinois city followed an announcement by Secretary of Agriculture Henry A. Wallace that the Stamp Plan is to be gradually expanded to other cities in the country in addition to the 6 where it has been operating on an experimental basis.

Other areas where the Stamp Plan is in operation at present are Rochester, New York; Dayton, Ohio; Seattle, Washington; Birmingham, Alabama; Pottawatomie County, Oklahoma, (including the city of Shawnee); and Des Moines, Iowa.

In Springfield, two variations of the plan, both voluntary, are to be tried out to bring surplus foods to the city's 6,000 relief families.

Families now receiving direct relief, part of which is in the form of grocery orders, will receive the free "blue stamps," which can be used for purchase of any designated surplus foods in grocery stores. These families will receive approximately 50 cents' worth of the stamps a week for each member of the family.

Other needy families -- those on WPA or getting Social Security public assistance and receiving cash relief -- will be given an opportunity to purchase "orange-colored stamps" for cash, and will receive free, one blue stamp for every 2 orange stamps purchased. The orange stamps can be used for the purchase of any type of food, while the blue ones must be used only for foods designated as "surplus." A family must buy a minimum of one dollar's worth of the orange stamps per week for each of its members in order to receive the free blue stamps.

Grocers receiving the stamps in payment for food turn them into the Federal Treasury for cash.

REMEMBER THIS WHEN YOU BUY A BATH TOWEL

If it's drying power that you are after when you buy a towel, choose one with plenty of thick, dense pile, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Towels that absorb moisture have a drying surface that is made up of lots of loops," writes the GUIDE.

"The more of these loops there are to the square inch, the better is the bath towel. Remember, also, to look at

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

the loops closely. Those that are short and are made of loosely twisted yarns will serve you best. Very long loops have an added disadvantage because they may catch and pull out, increasing the wear on the towel.

"A towel that wears well has a firm base, or a strong fabric to hold the loops. One way to tell if the fabric is strong is to know the number of threads lengthwise and crosswise. This information should be given on the label for consumers properly to judge the quality of the towel. You can also estimate the strength of the base by holding the towel up to the light and noticing whether it has a firm, close weave. If the weave is sleazy and loose, you can be sure the towel won't wear very long.

"Like cans, towel sizes are not standardized. But remember that very large towels are expensive to buy and to launder. For children particularly, it's wise to buy small or medium sized towels. When you go to towel sales, you want to make sure that towel lengths and widths have not been cut along with price. Examining the sizes carefully will guard against deceptive buys."

INK SPOTS ON THE CARPET

If your ink bottle overturns and spills its contents on your rug or carpet, it's the signal to run for the salt.

"Ink spots should be attacked while still moist," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "That means you must apply cornmeal, or salt, or French chalk, or fuller's earth, or talcum powder to the fresh stain.

"Cover the spot with any of these powders to soak up the ink and prevent it from spreading. Work the powder into the carpet with a blunt instrument until it has soaked up all the ink it will hold. Then remove the powder and repeat over and over again until it will soak up no more ink. Don't stop there but make a water paste out of the powder and repeat the process.

"If the ink spot still remains, try soaking the stain in a weak solution of oxalic acid. This is a poison and should be kept out of the reach of children. After applying the acid solution, rinse it out of the carpet first with clear water, and then in water to which a few drops of concentrated ammonia have been added."

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CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 24 OCTOBER 9, 1939

LEARN THE "FEEL" OF A RUG

When you buy a rug, don't be fooled into thinking that weave is a sign of quality.

"Rug weave today is neither an indication of rug quality nor of rug value," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "With informative labels lacking on rugs, first caution on consumers' list should be never to judge a rug by the fact that it is an Axminster, a velvet, or some other weave.

"Another rug fallacy is that 'broad loom' is a type of weave, a standard of quality, or a trademark of excellence. The term 'broad loom' on a rug means simply that the rug has been woven on a broad loom.

"To know rug quality, consumers must become experts in 'feeling' the fabric, judging its flexibility, ruggedness, and density, and the firmness of its weave by handling it.

"Ask the salesman to show you two similar weaves but of different price. Dig your finger into the rug surface. Is the pile high and thick? Is it hard to feel the foundation threads? Is the rug flexible and sturdy? Are the yarns smooth and soft, and do they show spring and lots of 'life'? If these things are true, then you have a good rug.

"A poorer rug will feel less sturdy, won't have a thick pile, and you will be able to feel the foundation with your finger tip. The yarns will be coarse and feel thin and sparse.

"In a good rug, there is no excessive filling or sizing in the body. The tufts are closely spaced. Pile is upright, sturdy, and resists pulling, bending, and crushing. Rubber or composition backings sometimes make the rug stronger, but be sure inclusion of these does not sacrifice a tight, flexible, and firm weave.

"And finally, look for a rug with a label that tells you something about construction as well as design."

WATCH YOUR BAKING PAN FOR A GOOD CAKE CRUST

Burnt crusts on your cakes and pies may not be the fault of your recipes or your oven.

"In modern gas and electric ovens the color of the pan may make all the difference in the world in cake baking," says the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"If the pan is black or tarnished, it may absorb heat much more quickly than a shiny pan, with the result that the bottom of the cake may burn before the inside of the cake is done.

"The shinier the baking pan, the more delicate will be the cake crust, providing the temperature used for baking is properly controlled.

"Of course, if you are making something like corn bread

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and prefer a good thick crust, then a blackened or darkened cake pan may be just what you want."

WHAT IS "PURE SILK?"

Do you know what "pure" means when it's applied to silk? Consumers' Counsel of the Agricultural Adjustment Administration, reports that the Federal Trade Commission has ruled that the terms "pure silk," "pure dye silk," or "weighted silk" used on labels must have very definite meanings as to the quality of the silk fabric.

"'Pure silk' on a label means that a silk fabric (not black) has no more than 10 percent weighting in it. Black silks can be labeled 'pure silk' so long as they have no more than 15 percent weighting.

"'Pure dye silk' on a label means nothing so far as the quality of the dye is concerned. What it does mean is that there is no weighting whatsoever in the fabric.

"If the silk fabric has more than 10 percent weighting -- 15 percent in the case of black silk fabrics -- the label should say: 'SILK WEIGHTED 25 PERCENT' -- or whatever the case may be."

HOLDING DOWN THE HAIR LINE

"Shaving makes the hair neither thicker nor stiffer, according to the results of research undertaken by two doctors at a university in St. Louis," Consumers' Counsel of the Agricultural Adjustment Administration reports.

"Tonics, vacuum cups, and other 'cures' will not make hair grow or flourish, because hair -- like fingernails and toenails -- is another form of the horny layer of skin that is lifeless bristle.

"The best thing you can do to prevent baldness is to shampoo your hair at least once every two weeks, using a pure toilet soap. Brush your hair thoroughly every day to spread the oil which the glands in the skin of your scalp produce. Massage your scalp often -- not rubbing it violently, but pressing your fingers firmly into the scalp and moving it about over the skull.

"If your hair gets too oily, wet it with alcohol and then rub off the alcohol quickly before it dries. If your hair is too dry, brush it vigorously, and then rub in a small amount of petrolatum, or olive oil, or sweet almond oil.

"There is no scientific proof that if you wet your hair every day you will damage it.

"Baldness resulting from sickness is not always permanent, as the hair may grow back again of its own accord. But baldness that comes with age can be slowed down only by regular care of the hair.

"To remove excess hair, shaving is safer and less expensive than using depilatories."

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CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 25 OCTOBER 16, 1939.

FACTS FOR COAT BUYERS

"Examine the workmanship of a coat as well as the quality of its material if you want one that will give good service," suggests the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"First, examine the way the coat is cut and sewed together. A coat that keeps its shape has each part cut accurately with the right grain of the cloth. The parts are then carefully matched before being sewed together. If the cloth is not cut with the grain and the parts not matched properly, the coat will soon lose its fit, and will sag and hang unevenly.

"Next, look at the coat lining in the back. A well-made coat has a genuine pleat in the lining at least three-quarters of an inch deep and extending the full length of the coat from the neck to the hem. Beware of a coat whose lining merely has a seam in place of this pleat. A pleat is a check for 'give' in the shoulders, and will prevent tearing or pulling out of the lining at the armholes due to over-strain.

"Third, check on the side seams and armholes. Every seam should be taped inside to prevent stretching. Otherwise, the fit of the coat will be lost.

"As a final check on the workmanship, examine the hem of the lining and of the coat itself. A well-made coat never has the lining and outside material sewed together at the bottom of the coat. They should be hemmed separately, with the lining finished about one inch shorter than the coat. Otherwise, the 'hang' will be spoiled.

"The Bureau of Home Economics has prepared a picture book illustrating the points to look for in buying a coat from fabric and fur to pockets and buttonholes. It's called 'When A Woman Buys A Coat,' and can be secured from the Superintendent of Documents, Washington, D. C., by sending a dime in cash."

HOW TO USE LARD FOR CAKE SHORTENING

If you try to economize in cake-making by using lard instead of butter or other shortenings, Iowa State College nutritionists recommend this procedure:

"First, cream the lard and sugar together. Then beat up the whole eggs, but do not add them to the fat and sugar mixture. Instead, add them to the milk and go ahead as usual, alternately adding to the lard and sugar, the egg and milk mixture, and the flour. This way you 'disguise' the eggs in the milk, and avoid adding them directly to the lard and sugar mixture.

"Ordinary methods of mixing batter don't work because lard and eggs mixed together tend to give a cake that fails to rise."

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

GETTING YOUR VITAMIN A

"Vitamin A is one of the vitamins that stimulates growth and aids general well-being," declares the CONSUMERS' GUIDE publication of the Consumers' Counsel Division of the AAA. "Without enough Vitamin A in the diet you may have defective teeth, bad bone formation, and arrested growth; loss of reproductive power can result from its absence in the diet.

"Inability to see well in a dim light can be one indication that you are not getting enough Vitamin A. This is called nutritional night blindness, and should not be confused with impaired vision from other causes.

"Normal, healthy people can get their Vitamin A from eggs, butter, cheese, whole milk, and cream. Leafy greens, and green and yellow vegetables provide 'pro-Vitamin A,' which is changed into Vitamin A in the body. The deeper the green or yellow color of the vegetables, the more Vitamin A you will get from them. For babies and persons acting under doctors' orders these Vitamin A sources are often supplemented with codliver oil or other fish liver oils.

"Since very little of this vitamin is destroyed in cooking, and practically none dissolved in cooking water, no special cooking rules have to be followed for retaining it when preparing foods for the dinner table."

NEW YORK TRAINS ITS WEIGHTS AND MEASURES DETECTIVES

"Detecting all the variants of weights and measures violations has become so complex and technical a job in New York City, that a school has been established to train weights and measures inspectors," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"In the graduating class of this school in the past summer were several hundred young detectives who will put their science to work henceforth in an attempt to make sure that New York's consumers get the quantities they pay for, and to make equally sure that merchants who count, weigh, and measure accurately do not suffer unfair competition from those who don't.

"Exposure of one trick alone should have won these students the Weights and Measures equivalent of a Ph. D. cum laude. This trick involved the use of what has been called the 'Million Dollar Scale.' This was a scale without any hidden springs or foot treadles. Instead, with the simplicity of genius, the chiseler who devised it had simply substituted a 25 pound dial face for the original 20 pound dial face. With its face lifted, the scale automatically registered inaccurately.

"Dodges like these require training to detect, but today in New York at least, the weights and measures inspectors are getting their training in school."

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VOLUME II, NUMBER 26 OCTOBER 23, 1939.

TIME OF CONSUMER BROADCAST CHANGED

"On the Consumer Front" -- the radio program sponsored jointly by the General Federation of Women's Clubs and the Consumers' Counsel Division of the Agricultural Adjustment Administration -- is now heard every Friday afternoon at 1:45 p.m., Eastern Standard Time, instead of Tuesdays as formerly.

This consumer information program is broadcast from the Nation's capital over the nation-wide Red Network of the National Broadcasting Company.

Consumer reporters bring listeners spot news of developments on the consumer front. Timely tips on budget economizing and buying advice on goods and services gathered from experts in Federal agencies also go out over the air waves.

Donald Montgomery, Consumers' Counsel, now goes on the air during the broadcast with a weekly message to keep consumers informed on how war conditions affect their budgets.

If you want help on your buying problems, tune in on this up-to-the-minute consumer broadcast. Your local radio program lists the station in your vicinity that carries the broadcast.

BUYING A RADIO? THEN READ THIS

Radio dealers who make fictitious claims or offers to their prospective customers in the future are in danger of running afoul of new rules of the Federal Trade Commission.

"These new Trade Practice Rules of the FTC for the radio receiving set manufacturing industry begin with a blanket injunction against the use of any misleading representation in the marketing or sale of radios, radio parts, or radio accessories," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"Specifically, the rules define terms like 'All Wave,' 'World Wave,' and 'World Wide Wave' so that they will mean what they say when used to describe instruments. If a radio advertisement says a set will bring in Europe as easily as your local station, then in the future this must be true.

"'Noise-free' radios must actually be noise-free.

"When a certain number of tubes are claimed for a radio, advertisers must not count dummy tubes, or tubes which don't perform the accepted function of radio tubes, that is to detect and amplify radio signals.

"False claims for the gadgets that come with radios are barred.

"Fictitious prices, fictitious trade-in allowances, all price manipulations tending to deceive consumers are prohibited.

"Any attempt to mislead consumers into believing that

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they are buying one brand of radio set when they are actually buying another brand is forbidden.

"Finally, manufacturers are barred from paying 'spiffs'--or sums of money -- to salespeople to push their products. Back of this is the reasoning that if a salesman is in the pay of a certain manufacturer, he can't be expected to be completely objective about the merits of different brands of radios he shows consumers.

"There are so many distributors of radios in the country, and the FTC is so small in comparison with its job, that the rules will work out only if the radio industry itself honestly attempts to abide by them. Consumers can do their part by reporting to the Federal Trade Commission any violation of these rules that they might notice."

WHEN YOU BUY STOCKINGS

Cutting down your stocking bill is a matter of choosing the right kind of hose as well as giving them the right care. Here are important points to look for, suggested by Bureau of Home Economics' experts, as reported by the Consumers' Counsel of the Agricultural Adjustment Administration:

"Buy full-fashioned hose for the best permanent fit.

"Mesh stockings may run badly unless made with a special stitch to prevent runs. Crepe hose are made of highly twisted yarns and are more resistant to snags than those made of ordinary yarns. They also have a dull finish, and fit well.

"A well-fitting stocking should be about a half-inch longer than the foot, though in the case of a very narrow foot, a shorter stocking may be better.

"Look for sturdy reinforcements at the sole, toe, and heel of the stocking. Beware of bunchy seams at the heel that may be uncomfortable and may not fit smoothly.

"Bargain hose may rebound into poor buys unless you give them a careful once-over before purchasing. They may have imperfections such as stains, mended spots, or uneven yarns which in some cases will affect wearing quality. Irregulars should be labeled 'seconds.'

"For hard wear, a 6-thread, or over, stocking is suitable. For general wear, experts recommend a 4- or 5-thread weight, while for dressy occasions, 2- or 3-thread hose fit the bill.

"Remember that worn shoe linings can mean holes in your hose, and shoes that fit loosely at the heel also can ruin a pair of stockings.

"'Hosiery For Women--A Buying Guide,' put out by the Bureau of Home Economics tells more about how to buy stockings. You can get a copy by sending 10 cents in cash to the Superintendent of Documents, Washington, D. C."

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CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

VOLUME II, NUMBER 27 OCTOBER 30, 1939.

KEEP YOUR FUR COAT OUT OF THE RAIN

"A small amount of rain does not hurt a fur coat, but a soaking can ruin the leather," informs the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"If a fur does get wet, it should be combed lightly with the grain of the fur and then brushed in the same direction. To dry the fur it should be hung where cool dry air circulates rapidly. When dry, the fur should be shaken lightly.

"Never hang a wet fur near a radiator, or in an overheated room, or in a crowded closet. This may cause the leather to become brittle, and crack or peel.

"Some furs are treated to make them water repellent, but these patented treatments, while they do make furs water resistant, do not make them waterproof."

TURKEY TALK

Age makes a difference in cooking turkeys, but you don't have to resort to guesswork in judging your Thanksgiving turkey's years if you buy one that is Government-graded.

"Be sure when you select your turkey that you know whether you are buying a young or old bird," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"About 3 hours are required to cook a young 10- to 12-pound turkey, and about 4 1/2 hours for a 15-pound turkey that is a year or so old.

"If you buy a Government-graded turkey, the tag will tell you whether it is 'Young' or 'Old.' Turkeys are classified as 'Young Hens' and 'Young Toms' -- both usually less than one year old, are soft meated with a flexible breast bone. 'Old Hens' and 'Old Toms' are turkeys more than a year old with a toughened flesh and hardened breast bone.

"U. S. graded turkeys are sometimes individually tagged, but more often the box containing several birds is stamped with the grade. The four grades of U. S. dressed turkeys are: U. S. SPECIAL or U. S. GRADE AA; U. S. PRIME or U. S. GRADE A; U. S. CHOICE or U. S. GRADE B; and U. S. COMMERCIAL or U. S. GRADE C.

"Grade differences depend largely on the degree of fat over the entire carcass, the amount of flesh covering the breasts, thighs, and back of the turkey, and the care with which the bird has been bled and dressed.

"If you buy a bird that is ready to be put in the oven you will only have to wipe out the body cavity with a soft damp cloth. As a sanitary precaution, scrub the outside with a wet cloth and a little soda, or corn meal.

"If you let your turkey soak in water, it will lose flavor and food value."

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

APPLE FANCIERS ARE IN LUCK

"Get ready for a lot of apple eating this fall. It looks as if commercial apple production -- after a slump last year -- is going to break bounds again and go over the hundred million bushel top."

That's the report of the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration, in giving the estimates of Government experts who predict there will be about 20 million bushels more of apples for "fresh consumption" this year than last.

"Getting your money's worth in apples is first a matter of selecting the right apples for the right purpose," writes the GUIDE.

The table below tells the varieties of apples now in season and the uses for which each is best suited. (D beside the name of the apple means "dessert" or "eating" apples; C means suitable for cooking; B stands for baking possibilities; and G means suited for general purposes.)

King David: DG	Tollman Sweet: BD
Winter Banana: DG	Delicious: D
Fameuse: D	Wagener: DG
Hubbardston: DG	Tompkins King: DG
McIntosh: DBG	Stayman Winesap: DBG
Grimes Golden: DG	Baldwin: DG
Spitzenburg: DG	Rome Beauty: BC
York Imperial: CG	Arkansas Black: C
Jonathan: DG	Ben Davis: C
Rhode Island Greening: CG	Arkansas: BC
Northwestern Greening: C	Gano: C
Northern Spy: DG	Wealthy: CG

If you want a year-round apple calendar, write to the CONSUMERS' GUIDE, Department of Agriculture, Washington, D. C. for a free one.

OMAHA CONSUMERS CHECK THEIR POUNDS

"Every consumer is invited to be his own checkweighman by one Omaha department store," reads an item in the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"This store, which sells meat, placed a regular butcher's scale out in one of its aisles and invited consumers to weigh what they had bought to make sure that they had actually received the amount they had paid for.

"Omaha consumers, who, according to a statement by the Consumers' Council of Omaha, are struggling along with less than adequate weights and measures protection because of an inadequate budget for this purpose, like the idea."

Consumers in your neighborhood might like the idea, too, if you asked your local butcher and grocer to institute a similar plan.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, No. 28 November 6, 1939

BUILD YOUR FURNACE FIRE IN REVERSE

Do you start your furnace blazing by piling kindling on paper, and then coal on kindling?

"Fires should be built in reverse from the usual methods if they are to burn properly," is the advice of the Counsel Division of the AAA.

"First, there should be a layer of ashes on the grates, then a layer of coal, then kindling, and finally, on top of everything, the paper. That really is doing the thing right side up, according to fuel experts in the Federal Government. The fire will catch easier, and will give greater heat.

"Leaving a thin layer of ashes on the bottom protects the grates, so remember that whenever you shake the fire down, stop at the first sign of a hot coal.

"You can economize on fuel costs, too, if you know how to keep the fire burning properly. The wrong way to feed a fire is to heave coal on every time it gets low. The right way is first push the hot coals to the side or back of the furnace with your shovel. Then fill up the 'pocket' with fresh coal. This gives a maximum amount of heat without wasting any fuel.

"Another thing to remember is to learn how to regulate the dampers on the furnace so that the fire will give off an even flow of heat. Letting the fire die down and then building it up again several times a day will also cut into your heating budget.

"Finally, don't burn trash or refuse in the furnace, and keep the ashpit cleaned out to give an even-burning fire.

"For more information on fuel economy, write the Consumers' Counsel Division, Department of Agriculture, Washington, D. C., for its free leaflet, 'When You Buy Coal.'"

FACTS FOR BLANKET BUYERS

"Before launching forth on a blanket-buying expedition, know the width, depth, and length of your bed," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Blankets range from 54 to 80 inches wide, and from 76 to 90 inches long. An ample blanket makes for comfort and longer wear. The cover should be long enough to spread over the entire bed, with about 6 inches to spare, and a few inches wider than the bed to allow for the depth of the mattress and the take-up by the body. A slightly larger blanket than what you need will also allow for shrinkage in the first laundering.

"Read the blanket label. A good one should tell you the percentage of wool and cotton in the fabric; the tensile strength (pull which a blanket should be able to stand before tearing); weight of blanket, in order to compare blankets of the same size and fiber content; and, of course, the size of the blanket in inches.

(MORE)

CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

"To judge the cover's weave and construction, hold it up against the light. A good one has a uniform weave and no thin spots.

"In this way, too, you can tell whether the contrasting borders, stripes and plaids are all woven in the same direction as the rest of the cover.

"Taut or over-full stripes and borders may cause puckers and ripples in the cover after the first wash.

"A reasonably sturdy blanket should have a tensile strength of 15 pounds per inch in the filling direction, and 25 pounds per inch in the opposite direction.

"Bindings should be neatly finished and well fastened. They should be guaranteed not to out-shrink the rest of the blanket when laundered.

"As a final test, beware of a blanket whose fuzz pulls off easily."

A REMEDY FOR RUGS

If your rug develops streaks, made by the crushing of the pile, try this simple household remedy, suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Steam the pile by placing a wet cloth over it and applying a hot iron, taking care not to scorch the surface. Then brush the pile in its natural direction.

"Usually, this remedy works only for a few months, after which it must be repeated when the streaks reappear."

POINTERS FOR PEANUT FANS

Peanuts are not just a between-meal treat. They are a very nourishing food, and inventive planners find ways to work peanuts into meals.

Peanuts contain as much as 50 percent fat and from 20 to 25 percent protein. In addition, they contain some carbohydrate material, a little mineral matter, and good supplies of Vitamins B and G.

Because an over-supply of peanuts can put too much fat in the diet, nutritionists advise mixing peanuts with other protein foods. Peanuts can be worked into the menu in the form of nut loaves, nut scallops, nut croquettes, salads, desserts, and other dishes. For a list of recipes using peanuts write for a copy of the Department of Agriculture's pamphlet, "Nuts, and Ways to Use Them," which was prepared by the Bureau of Home Economics. You can get a free copy from the Consumers' Counsel Division, Department of Agriculture, Washington, D. C.

Whether you will save by buying peanuts shelled or unshelled depends on the relative cost for equal quantities of each. In 1 1/2 pounds of peanuts in the shell, there is as much edible portion on the average as in 1 pound of shelled peanuts.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

VOLUME II, NUMBER 29 NOVEMBER 13, 1939.

HOW TO WASH COTTON VELVET

"You can keep your cleaning bills for cotton velvets down to a minimum if you learn how to wash them," advises the Consumers' Counsel Division of the AAA.

"First, make a thick suds of mild soap in lukewarm water. Then dip the velvet in and out of the soapy water until you think it's clean. Don't rub or squeeze the material.

"Repeat the process with new suds if the jacket is very dirty, and rinse the garment in lukewarm water, being sure to change the water often until all soap has disappeared.

"Don't wring the velvet dry; lay it between bath towels until most of the water is absorbed in the towels. Then shake out the jacket, holding the inside of the fabric to prevent mashing of the nap. Hang the garment on a wooden hanger where there is a good circulation of air, and when it is almost dry, brush the cloth in the natural direction of the threads with a medium stiff brush.

"It is best not to iron the velvet, but to hang it over a steaming kettle or in a shower bath filled with steam. Another way to steam the garment is to wrap a moist cloth over a hot iron, and pass the fabric over the steam. If you are lucky enough to own a steam iron, lay the velvet side down on the ironing board, and pass the iron over the fabric, holding it close to the cloth, but not on it."

THE MAGNA CARTA HAD A WORD FOR CONSUMERS

How to get standard measures is a problem as old as the Magna Carta, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"When King John at Runnymede in 1215 signed the Magna Carta, he promised to install in England a system of uniform weights and measures," writes the GUIDE.

"One clause of this historic document reads: 'There shall be one measure of wine and one of ale through our whole realm; and one measure of corn, that is to say, the London quarter; and one breadth of dyed cloth, and russets, and haberjeets, that is to say, two ells within the lists; and it shall be of weights as it is of measure.'

"The United States is some 724 years behind this achievement, since it still does not have legislation making one system of weights and measures mandatory throughout the country.

"While the United States has been lagging behind, the world has gone ahead until today consumers are now asking not only for standards of quantity but also standards of quality for the products they buy."

(See Consumers' Counsel Division release on sugar prices attached.)

INFORMATION FOR THE PRESS

United States Department of Agriculture

Release - Immediate WASHINGTON, D. C. November 3, 1939.

CONSUMERS' COUNSEL ISSUES
STATEMENT FOR SUGAR PRICES

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D. E. Montgomery, Consumers' Counsel of the Agricultural Adjustment Administration today made the following statement: Raw cane sugar prices have declined sharply during the past month, but only a small part of this decline has been passed on to consumers in the form of lower retail prices. Producers appear to be getting a declining share of the consumer's sugar dollar.

By October 31, the price of raw cane sugar at New York had dropped back to its pre-war (August 1939) level. On this same date, however, cane sugar at wholesale was quoted six-tenths of a cent a pound above pre-war levels and consumers appeared to be paying almost a cent a pound more than they paid before the beginning of war.

This slowness to pass on to consumers reductions which already have occurred in the price of raw sugar is in decided contrast to the prompt action in boosting prices immediately after the war began. In early September, despite large stocks of sugar accumulated at pre-war price levels, the price to consumers promptly jumped one and a quarter cents on the average. In a great many isolated cases much larger increases occurred in prices charged consumers.

Somewhere along the line huge inventory gains were made as retail sugar prices soared to their highest level since 1929. The failure now to readjust selling prices will no doubt be explained by the statement that there are on hand large stocks of sugar purchased at higher prices than those now quoted. While this may be true, it should be remembered that when prices were boosted in September the increase in many cases occurred before sellers had exhausted their stocks of low-price sugar.

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CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 30 NOVEMBER 20, 1939.

HOW TO START A SCHOOL LUNCH PROGRAM IN YOUR COMMUNITY

Five million undernourished school children throughout the country are going to receive free lunches every school day of the year if hopes of the Federal Surplus Commodities Corporation are realized, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, of the Agricultural Adjustment Administration.

"If the goal is attained, it will mean that for every single child who received a nourishing school lunch last year, thanks to this help from the Government, there will be more than six of their school mates getting down to the free noonday meal this year.

"Cooperating with other Federal, State, and local agencies, the FSCC is setting up steering committees in every State whose members will be heads of Parent-Teacher's Associations, agricultural extension agents, WPA officials, school superintendents, State and Federal health representatives, officials of welfare groups, civic and fraternal association representatives, and others interested in child welfare. These committees will push the program in their State, campaign for public support, and cooperate in the organization of lunch programs in small and large communities and in rural areas.

"Community campaigns will have to be organized to raise funds for kitchen equipment, cooks, and foods necessary to supplement free supplies. It is here that local cooperation will mean the most in attaining the 5,000,000 mark.

"You can secure full information concerning Federal participation in a school lunch program in your community by writing to the DIRECTOR OF SCHOOL LUNCH PROGRAMS, Federal Surplus Commodities Corporation, 1901 D Street, NW, Washington, D. C."

BEHOLD, THE LITTLE HILARA

"An entomologist who is also 'bugs' on consumer problems reports this," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"The little black fly, Hilara, ingratiates himself with his mate by presenting her with a parcel of food neatly wrapped up in a cocoon of threads, just as if it were a box of Christmas candy. Deceitful Hilaras, however, are known to present parcels, wrapped neatly in the cocoon of threads which are all wrapping, or mostly wrapping, with little or no food.

"Could it be, the consumer entomologist asked, that someone has been studying the Hilara, and doing likewise?

"The female of the Hilara species has no Food and Drug Administration to protect her from this masculine chicanery, and because she can't read, she is utterly defenseless.

"But consumers do get protection from deceptive containers under Food and Drug laws which make such containers

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illegal. But no law can force a consumer to read the label. Wise consumers don't have to be told that they should always read the label before they buy."

HAT TIPS

"Demand for information on hat labels has grown louder recently, but not so loud that all hat manufacturers have heard it," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "Until accurate label information is available, consumers must have other guides to buying.

"Ask to see hats at two or three different prices so you have a basis for comparison. The better the felt, the tighter its texture. Good felt is compact, smooth, flexible, soft, and not stiff, spongy or grainy.

"Be sure the color is uniform and clear. Flick the hat with your finger; if there is a puff of powder, it means the hat has been powdered to conceal blemishes.

"Is the sweatband real or imitation leather? It should be sewed on all around, not stuck on or tacked in only one place. Check on the lining, and ask whether it is silk, rayon, or cotton.

"Perspiration can discolor some hats unless the hat is made to guard against such stains."

WHEN YOU VARNISH FLOORS

First rule to remember when you varnish a floor is to buy a varnish that is meant especially for floors, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"All-purpose varnishes do not finish floors as well as varnishes designed for floors," cautions the GUIDE.

"If you apply paste filler to the floor before you varnish, or if shellac is used as the base of a varnish finish, you will need only two coats of varnish to do the job.

"But remember to add a third coat if you apply the varnish directly to the bare wood.

"Varnish should be put on a clean floor, with a clean brush. During the varnishing, the temperature of the room should be maintained at 70 degrees or higher. Be sure that plenty of fresh air is kept circulating in the room."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 31 NOVEMBER 27, 1939.

GOOD NEWS FOR YOUR MARKET BASKET

Supplies of many foods for festive days this winter -- and for regular fare, too -- look good, the market experts report. When you make out your market lists, check them against these reported supplies, suggests the Consumers' Counsel of the Department of Agriculture:

TURKEYS: This year's crop is the biggest on record.
CRANBERRIES: 1939's crop is the fourth largest we've had.
ALMONDS & WALNUTS: The next to the largest crop ever.
APPLES: More than last year.
FLORIDA ORANGES: More than last year.
EGGS: More than last year.
FRESH PORK AND BETTER GRADE BEEF: More than last year.

Supplies of some foods won't differ much from last year. These include:

POTATOES
SWEETPOTATOES
CANNED & DRIED FRUIT

Smaller supplies than last year are expected for some other foods. These include:

GRAPEFRUIT
CALIFORNIA ORANGES
TANGERINES
LOWER GRADE BEEF
BUTTER
CANNED VEGETABLES
CABBAGE

HOW TO START A CREDIT UNION

"Almost 2 million Americans are members of credit unions--or cooperative 'baby banks,' as they are sometimes called," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "These folks have saved up at least 135 million dollars with their more than 7500 credit unions. And last year credit unions made a total of 1 1/2 million loans at low rates of interest.

"Two big purposes of credit unions are to make it possible for members to borrow money reasonably and safely when they need it, and to encourage thrift. They serve the small man. The average size of their loans last year was just about $100.

"Credit unions are formed by people who know each other and are tied together in some way--like the people who work together in a factory, a store, or an office. Members of the same trade union, or people in a church, or members of a fraternal order or of a consumer cooperative society, may form credit unions. So may people who live rather closely together, as in a housing project, or sometimes, in a farming community.

"To start a credit union do this:

"1. Get credit-union literature from the Farm Credit Administration, Washington, D. C., or the Credit Union National Association, Madison, Wis.

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"2. Get a group together and discuss the idea.

"3. Talk to local credit-union officials and members.

"4. If it seems like a good idea, send a preliminary application to the Farm Credit Administration, or write to your State banking department for State charter papers.

"There is no charge or obligation for the FCA application and, if you wish, a field representative of the FCA will help you make out the formal papers of incorporation. There are, however, varying charter fees for both Federal and State charters when granted."

GETTING RID OF GREASE AND OIL STAINS

Amateur mechanics who start out to do their own car repairing and end up with a splotch of grease or oil on their clothing should remember this cleaning hint from the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"As much of the grease and oil as possible should be scraped from the stained materials immediately," advises the GUIDE.

"Then, if the material is washable, try warm water and soap on it, preferably using soap containing naphtha, or kerosene.

"Absorbents such as blotting paper, fuller's earth, corn meal, white talcum powder or common salt may be effective on both light and heavy materials if the grease or oil is not mixed with dirt or metal.

"Carbon tetrachloride or some other grease solvent can be applied directly to the spot, but be sure to have a towel or some other heavy pad directly under the spot when you apply the liquid. To prevent the grease from spreading, use small quantities of the solvent at a time, then rub the spot with a clean cloth until thoroughly dry.

"For delicate fabrics spread a paste of white absorbent powder and a solvent over the spot if it is on a light colored unwashable material. Allow the paste to dry before removing. It may be necessary to repeat the treatment one or two times before the spot is completely removed."

RESUSCITATING THE MAYONNAISE

Here's a tip to remember when the oil separates off the top of your mayonnaise.

"You don't have to invest in a new bottle of the dressing," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "Beat the mayonnaise into an egg yolk or a whole egg, using one egg for each pint of mayonnaise.

"Be sure to add the dressing slowly, and with small portions at a time.

"Doing this will restore the dressing to its original condition, since the egg acts as an emulsifying agent and also brings added food value to the dressing.

"You can prevent mayonnaise from separating by keeping it well-covered in the least cool spot of the refrigerator."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

VOLUME II, NUMBER 32 DECEMBER 4, 1939.

THE FARMER'S SHARE

Farmers' share of consumers' food dollars in 1938 was the smallest in four years, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"Out of every dollar consumers spent for 58 important foods, 40 cents went into farmers' pockets last year; 45 cents in 1937; 44 cents in 1936; 42 cents in 1935," declares the GUIDE. Until war broke out in Europe, the farmers' share in consumers' food dollars during 1939 was smaller than in 1938. In September, it stepped up to the 1938 level, but it is doubtful whether this level will be maintained.

"When food was cheapest -- back in 1932-33 -- farmers got 33 to 35 cents out of each consumer food dollar. When food was most expensive, during the 'prosperity' years of 1925-29, the farmers' share was 47 to 48 cents.

"Between the price consumers pay and the price farmers receive for the raw materials in these 58 foods are all the costs and profits of processing, transporting, and marketing the products."

SOME CONTAINERS NOT WHAT THEY SEEM TO BE

Have you ever bought toothpaste only to find that the tube was about one-quarter the size of its container? Or a box of candy with a neat little false bottom inserted where you thought there was another layer of chocolates? Or a box of face powder with the same sort of deceptive container?

The Food and Drug Administration now has the power to protect consumers against this sort of bilking. It was given this power by the Food, Drug, and Cosmetic Act passed in 1938.

"In all fairness, it must be said that the great majority of manufacturers produce honest packages," comments the Consumers' Counsel of the AAA, "nevertheless there are a great many of these deceptive devices for packing all sorts of foods. The shopper in a hurry takes the package that seems to give her the most for her money.

"It would help the Food and Drug Administration to protect consumers and honest merchants against these deceptions, if consumers would do two things: First, read all labels carefully, to see what is the real quantity of the food, drug, or cosmetic they are buying; and, second, report all package deceptions to the Food and Drug Administration, Washington, D. C."

You can get a copy of a leaflet on "Deceptive Containers" by writing the Consumers' Counsel Division, Department of Agriculture, Washington, D. C.

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

BAKING PAN COMPLEXION

In modern gas and electric ovens, the color of the pan may make a lot of difference in the kind of cake you get.

"If your pan is black or tarnished, the crust may burn before the inside of the cake is cooked. That is because a black or tarnished pan absorbs heat much more rapidly than a shiny utensil," says the Consumers' Counsel Division of the AAA.

"This does not mean you should shy away from using pans made of dark metals or pans that are tarnished for all baking purposes. Some products -- like corn bread, for example -- require a good thick crust. In that case, you would want a pan that absorbs the heat rapidly.

"The rule to remember, then, is this: The shinier the pan, the more delicate the crust; the darker the pan, the more well-done the crust -- that is, providing the temperature used for baking is the same in each case. That holds in all ovens, especially in modern gas and electric ranges."

STORE APPLES WITH CARE

Don't let your enthusiasm for apples get the better of your capacity for safe storage, cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"To store any quantity of apples, you need a cool basement with a good circulation of air through it.

"Choose a dark spot. The cooler the storage space, the better, so long as it doesn't get below 32 degrees F. Apples keep their crisp quality much longer in low temperature. If the room is allowed to get warm, the apples will soon take on a mealy ripeness.

"If you are an apartment dweller or don't have facilities for storing, buy in quantity only if you are able to divide up your apples with neighbors or friends.

"Definite savings are to be had by buying apples in quantity. Compare the price of a bushel of apples which weighs about 48 pounds, with what you would have to pay if you purchased the fruit pound-by-pound. Do the same for a box of apples, which weighs about 44 pounds, or a barrel holding 140 pounds of apples. With cool storage space, average-sized families can use at least a bushel or a box of apples before the apples go bad."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 33 DECEMBER 11, 1939.

FIREPROOFING YOUR CHRISTMAS TREE

Give your Christmas tree a drink of ammonium sulphate if you want to do away with this holiday fire hazard during the Christmas season.

"Experts in the Bureau of Chemistry and Soils have developed a simple household method to fireproof Christmas trees," reports the Consumers' Counsel Division of the AAA. "The way to do it is this:

"Buy a tree which has been freshly cut. Cut off the lower end of the stem at an oblique angle or in a V shape. This will hasten the absorption of the solution. Keep the stem damp until placed in the fireproofing solution.

"Weigh the tree, and divide the result by 4. The resulting figure is the number of pounds of ammonium sulphate that you will need.

"Dissolve the chemical in water, using a pint and a half of water for each pound of the chemical required. Put the solution in a glass jar or tin pail, although a narrow mouth container is preferable.

"Place the tree stem in the solution, and allow it to remain there for 3 or 4 days until the solution has been completely absorbed. For best results the treatment should be given in a cool place, 55 to 65 degrees F. Leave the tree in the cool atmosphere until you are ready to set it up.

"Ammonium sulphate is cheap and effective, and can be bought in any seed store and in most hardware stores.

"The treatment makes the tree fire-resistant to candles, matches, or electric sparks, but may not be effective if a large flame is ignited near the tree. For that reason cotton 'snow' underneath the tree should also be fireproofed. Directions for doing this are in Leaflet 193, which can be secured free by writing the Consumers' Counsel Division, AAA, Department of Agriculture, Washington, D. C.

"Other fire checks at Christmastime include these: Keep no lighted candles near curtains, trimmings, and other inflammable materials, or within reach of children; keep a screen in front of the fireplace; be careful with matches and cigarettes around Christmas wrappings; and don't use 'coal oil' or kerosene to start your Christmas morning fire."

TIPS ON DEEP FAT FRYING

It takes a high heat-resisting fat to do a good job in deep fat frying, whether it's chicken or some other food that you are cooking.

"Bureau of Home Economics researchers say that for the best job of deep fat frying you need a fat that

(MORE)

can stand a heat of 400 degrees and still not smoke," reports the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"When a heated fat smokes, it means it is breaking down, declare these scientists. Besides irritating the tear ducts and the digestive system, the fumes give the food you are cooking an unpleasant flavor.

"Another objection is that when a fat becomes heated to the smoking point, it becomes rancid more easily, and can't be used so many times or for as long.

"For the best deep fat cooking, use vegetable oils -- except olive oil -- high quality lard, or hydrogenated fats. Hydrogenated fats are the cooking fats you see in grocery stores that are much like lard, but are made from vegetable oils. They are usually sold under some trademarked name.

"Olive oil is unsatisfactory because of its low smoking point.

"A final tip: If you're frying foods that are to be served cold, like potato chips, use a fat or oil that is liquid at room temperature -- about 70 degrees."

GOVERNMENT AIDS TO CANADIAN CONSUMERS

"Canada, which already has laws setting standards for containers and standards of quality for canned fruits and vegetables, has recently passed another important standards law," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"This law authorizes the Dominion Trade and Industry Commission, after study and investigation, to --

"(1) Prescribe standards of quality for any commodity and to prescribe the manner in which the commodity may be sold, packaged, branded, or labeled, and to --

"(2) Prescribe the words by which the material content of any commodity shall be represented.

"Violators of the orders of the Commission, when found guilty, are liable to punishment by fines up to $5,000 in the event the offender is a corporation, and by fines up to $1,000 and imprisonment for a term up to 6 months in case the offender is an individual."

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

VOLUME II, NUMBER 34 December 26, 1939

THE STAMP PLAN MARCHES ON

People with small purses who buy unbalanced diets don't always do it because they don't know better. The Food Order Stamp Plan is showing there's a possible big market for protective foods if incomes were larger, reports the Consumers' Counsel Division of the AAA.

"Checking up on the foods which low-income families are buying with blue stamps shows that eggs, butter, fruits and vegetables are the most popular choices. These are protective foods, rich in vitamins and minerals, that help to build strong bodies and ward off diseases. Most low-income families don't get enough of these foods.

"The Federal Surplus Commodities Corporation, which operates the stamp plan, finds that stamp users spend on the average 25 cents out of every dollar's worth of blue stamps for eggs; 25 cents for butter; 14 cents for fresh fruits; 9 cents for vegetables. This accounts for almost three-quarters of their purchases.

"Under the Plan, relief families are given 50 cents worth of free blue stamps with every dollar's worth of orange stamps they purchase. Orange colored stamps can be used to purchase anything in the corner grocery, except tobacco and alcoholic beverages. Blue stamps are good only for foods certified as 'surplus' by the Secretary of Agriculture. When relief families have no cash income with which to buy orange stamps, the FSCC sometimes gives them blue stamps.

"This plan is operating now or will be very shortly in 28 cities. By June 30, 1940, it is expected to be going in 125 to 150 places."

CARE OF ELECTRIC STOVES

If you are lucky enough to own an electric stove, make a note of this advice on its care, suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Plain soap and water are the best materials for keeping the enameled parts of the range clean. But be sure to wash the range when it is cold, not immediately after you have been cooking on it.

"A very mild abrasive, like whiting, can also be used on the enameled part of the range, while for the nickel trimmings whiting or a metal polish is best.

"To remove food spilled on the cooking unit use different methods for enclosed and open units. If the unit is enclosed, simply wash off the spilled food after the stove has cooled.

"If the unit is open, do this: heat a pan of water on the unit or wait until you have to do some more cooking on it. This will cause the spilled food to char. Then, when the unit has cooled, all you have to do is take a brush and brush off the charred bits of food."

CONSUMER NOTES ● CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

DECEPTIVE CONTAINERS ARE OUTLAWED

"Taffy, pretzels, and celery seed were among the first commodities to be caught inside deceptive containers by the Federal Food and Drug Administration," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"The seizures were made under a provision of the new Food, Drug, and Cosmetic Act barring misleading containers from interstate commerce.

"In Hoboken, New Jersey, 125 packages of pretzels, the product of a Philadelphia bakery, were found nestling in sealed paper bags inside cardboard boxes which could have held many more pretzels than they did hold. Official observers report that even admitting that pretzels need a lot of room, the packages seized were still too roomy for the pretzels they contained.

"Salt water taffy was seized while it was on its way from New York to New Haven, Conn. Like the pretzels, the taffy was packed in boxes much too large for the contents.

"Celery seed was picked up in Baltimore after it arrived in town from Brooklyn, New York. It was packed in 75 dozen half-ounce packages which were only one-third filled.

"Even though the Food and Drug Administration is hard at work driving slackfilled packages of food (drugs and cosmetics, too) out of interstate commerce, consumers should not close their eyes. Remember always to read the label to find out the exact quantity you are getting."

WAX ON THE TABLE CLOTH

All you need is an iron and a couple of blotters to get rid of splotches of wax left on table cloths by Christmas candles.

Bureau of Home Economics researchers suggest this method for removing the wax, reports the Consumers' Counsel Division of the AAA.

Scrape off as much of the wax as you can with the blunt edge of a knife, being careful not to injure the cloth. Put a clean white blotter underneath and on top of the stain. Then simply press the hot iron over the blotter to melt out the wax.

If there is still a grease stain in the cloth, you can remove it with carbon tetrachloride or some other grease solvent. Red wax may leave a slight red tinge which can be sponged out with alcohol or peroxide of hydrogen.

Another way to remove the wax is to rub it with cold lard, or turpentine, or kerosene oil. Then wash it out with warm soapsuds. The first method is more efficient, however.